Rocklin
Downtown Revitalization Plan and Design Guidelines

March, 1988

Rocklin Downtown Revitalization Plan and Design Guidelines

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March 12, 1988

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Foothill Design Group
Architecture
Land Planning
Urban Design
Landscape Architecture
Interior Design

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1 Introduction

1. The Plan and Design Guidelines

1.1 Introduction

The Rocklin community is entering a period of major population growth. New residents within the City boundaries, and within the surrounding South Placer region, will significantly expand the demand for goods and services. Such growth can be directly beneficial to the community by stimulating new business opportunities, and through the expansion of existing businesses.

The increase in commercial opportunities generated by new population is most evident along Rocklin Road leading into the old historic commercial strip from I-80, about one mile to the east. The new commercial development is generally highway oriented and includes suburban strip commercial development. The predominant new uses are franchise fast food operations, and small, neighborhood commercial centers. Cohesive design and an overall theme that would identify the special character of the City has been lacking in much of the new development.

The historic core, or "downtown", of the City along Pacific Street and First Street parallelling the Southern Pacific Railroad, has not fared well in several decades. Pacific Street is currently a commercial strip that reflects the more recent role of service center along the former route of U.S. Highway 40.

Recognition of the new economic development potential in the community has combined with concern over community image, and a desire to enhance and reinforce the historic commercial core as a central place in the City. There is concern that the historic city center will decline in significance as a commercial, social, and civic center of the City as new growth occurs further from the historic center. The town could literally grow away from the old center and render it as an insignificant element of the "new" Rocklin.

Awareness and concern by the City led to the formation of the Downtown Revitalization Committee to establish guidelines for the future development and revitalization of the downtown area.

This Downtown Revitalization Plan and Design Guidelines is a product of the work of this committee.

1.2 Goals of the Revitalization Plan and Design Guidelines

The fundamental objective of this Plan is to provide a framework for the future development of the downtown area in a manner consistent with the desires of the community. It is intended to provide guidance to staff and decision-makers in the review of private development applications and proposed capital improvement programs.

The goals of this Plan are:

1. Support and engender viable economic development in the downtown area;

2. Maintain and enhance the identity of the downtown area as a central place in the City;

3. Establish a strong, positive identity for the entries to the City along the major arterials leading to the downtown area;

4. Improve the overall image of the community.

Specific objectives that support the accomplishment of these goals are:

1. Protect and enhance the special natural features of the downtown area;

2. Improve vehicular circulation and safety;

3. Provide for adequate, safe, convenient parking;

4. Provide for safe, convenient, and attractive pedestrian environments;

5. Provide facilities for activities that will bring people into the downtown area, including cultural and recreation activities; and

6. Establish a strong design character or theme.

The Plan and Guidelines address aspects of the community identified in a workshop program designed to incorporate citizen participation in preparation of the Plan.

1.3 Structure of the Plan Document

The Plan is oriented primarily to guiding the physical improvements of the downtown area in order to enhance the potential for economic development. The Plan addresses a number of elements of the physical environment that define the character of a downtown area. These include:

Land Use
Circulation/Parking
Streetscape
Landscape
Architecture
Lighting
Signage, and
Historic Structures.

For each element the Plan presents a discussion of :

Current Conditions
Design Concept
Design Guidelines
Implementation

1.4 Approach to Implementation

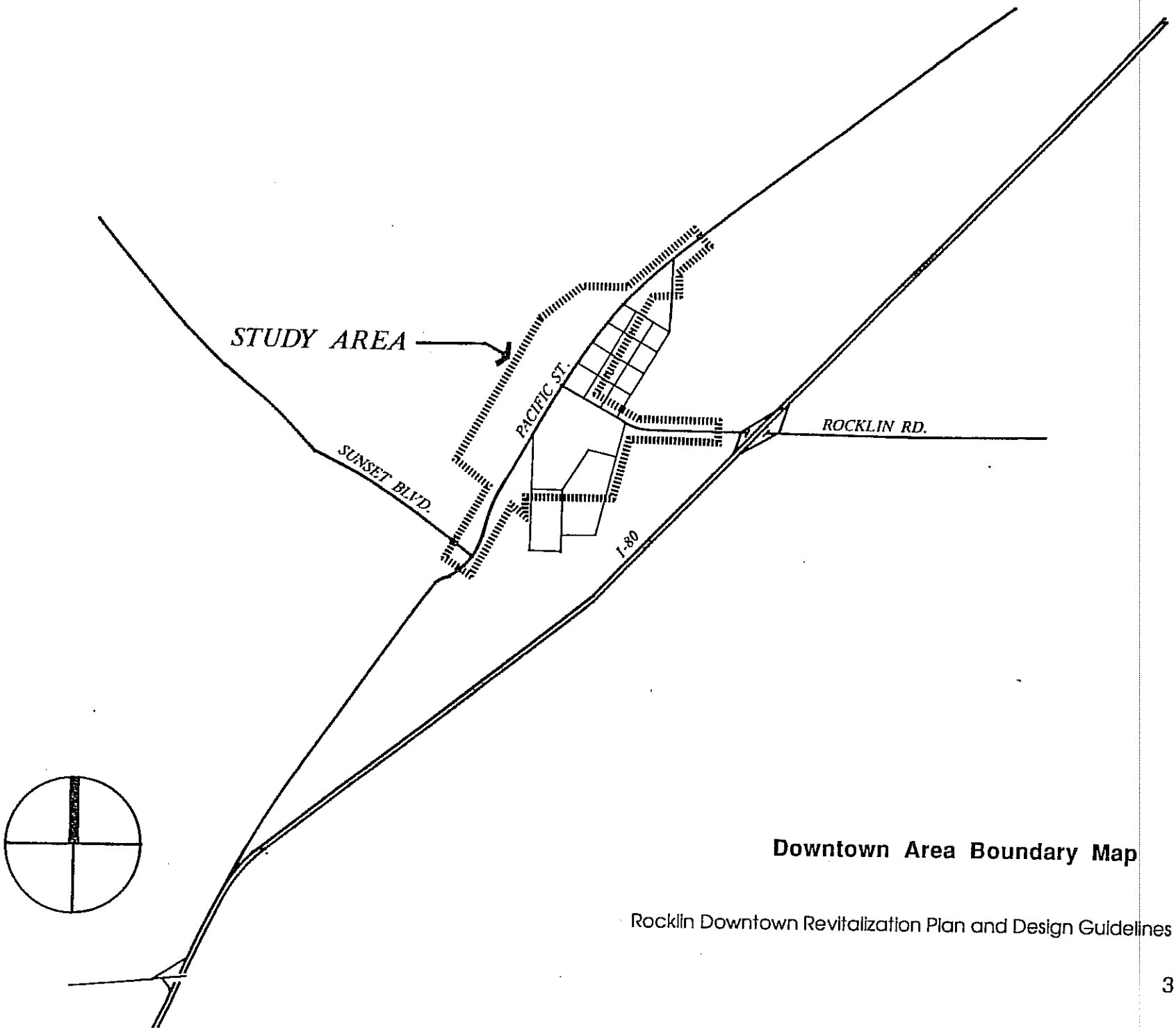
Implementation of the Plan will be achieved through City support of public improvements and guidance of private improvements. City support may include direct improvements, such as those currently underway and planned for Rocklin Road and Pacific Street, and indirect support through a variety of policies and programs defined in the Plan.

Implementation of guidelines for private improvements may occur as a condition of approval for certain entitlements, or as a recommendation for those who wish to undertake an improvement of their property. Specific implementation measures are recommended in conjunction with specific guidelines where appropriate.

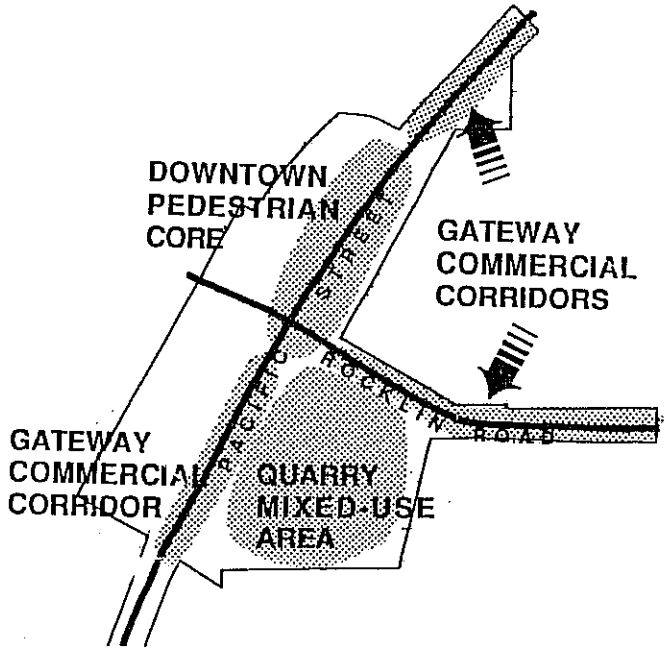
This Plan may result in a modification to the basic land use designations set forth in the General Plan and Zoning Ordinance.

1.5 Plan Area Description

The Plan study area encompasses the historic core of the City, and the primary streets that approach it. Within this area three distinct geographical environments have been identified. These sub-areas, described in greater detail in the Land Use section, include the Downtown Pedestrian Core, the Quarry Mixed-Use area and the Gateway Commercial Corridors.



Downtown Area Boundary Map



The downtown area of Rocklin provides an unusual urban environment encompassing vacant lands, unique natural features, the civic center, and the core of an established commercial area. Interspersed within this environment are a handful of historic buildings, including structures of native granite. The downtown area has substantial room to accommodate new development in currently vacant land, and in uses that may be replaced by new development.

The downtown area has natural amenities that would enhance new commercial development. These include the trees and granite outcrops, and the quarry sites. Visual boundaries of the downtown area are established by the changes in elevation, the curves of streets leading into the area and the views to the distant hills.

The area is well located relative to the growth that will be occurring in the South Placer region, and has a good opportunity to capture a share of the emerging market demand for specialty retail, offices, and service uses that will come with this growth in population.

New master planned developments, such as Stanford Ranch with over 11,000 planned dwelling units, as well as many other developments, will contribute to a substantial increase in population within a five mile radius of the historic center of the City. The urbanized area can be expected to expand far beyond the historic core of the community and the population to increase to over 50,000. Total population throughout the South Placer County region is projected to double to nearly 200,000 people within two decades.

1.6 Basic Concept of the Plan

The overall concept for the downtown area is to establish a strong identity through use of a common landscape and streetscape theme, to encourage the development of a strong architectural identity in new construction, and to bond the area with a common pedestrian circulation system. Vehicular circulation is to be channeled in the existing arterial streets and separated from the pedestrian ways by setbacks and landscaping. The key activity areas, or nodes, will be clearly identified by special treatment of the landscaping, paving, lighting, and the presence of landmark structures.

The civic functions of the downtown area will be enhanced by expanding the City Hall complex to include more space and activities.

The downtown area is intended to be a complex of buildings and pedestrian environments with a clearly defined identity. The mix of land uses anticipated in this Plan will provide a demand for new buildings that have a strong architectural identity. The architecture will house civic facilities, offices, specialty retail, professional services and residential uses. All of these uses should be complimentary to an overall architectural community identity.

The architecture of the downtown is to be visually linked through a common design element, a light grey granite. The use of granite will establish a theme for Rocklin that will become a trademark for the downtown area. The granite need not be used as the dominant material in all buildings, but should be evident in the facade, landscaping, signage, or paving around all buildings.

2 Land Use Guidelines

2. Land Use Guidelines

2.1 Current Conditions

2.1.1 Downtown Pedestrian Core

The historic commercial center of Rocklin was established along the Southern Pacific Railroad, at one time a mainstay in the local economy. However, a shift in railroad yard operations to Roseville, and a number of serious fires have all but eliminated the early commercial downtown area of the City. The current commercial strip is established along Pacific Street, the route of old U.S. Highway 40. This area encompasses a number of small service and retail businesses, and a few residences between Midas Avenue and Farron Street.

Existing land uses include small retail stores, auto repair shops, and several restaurants. A large part of this area remains undeveloped or contains vacant structures which are generally in poor condition. Nearly an entire block west of Pacific Street lying between Oak and Pine Streets is vacant. There are approximately twenty residential structures located within the area. These residential structures are generally in poor condition.

Many of the remaining historic structures in the downtown area are located along Front Street between Farron Street and Rocklin Road, and just north of Rocklin Road. Some of these are in need of varying degrees of rehabilitation or preservation and several are in need of intensive restoration work. Scattered among the historic structures are newer residential, commercial, and office buildings along with several vacant parcels.The historic area is contained within a special zoning district intended to preserve and enhance the historic character of this area.

The predominant zoning designations in this area are C-2 and C-4 which allow for the development of a wide variety of commercial uses on small lots. The C-4 zone allows uses of a more intensive nature through the conditional use permit process.

2.1.2 Gateway Commercial Corridors

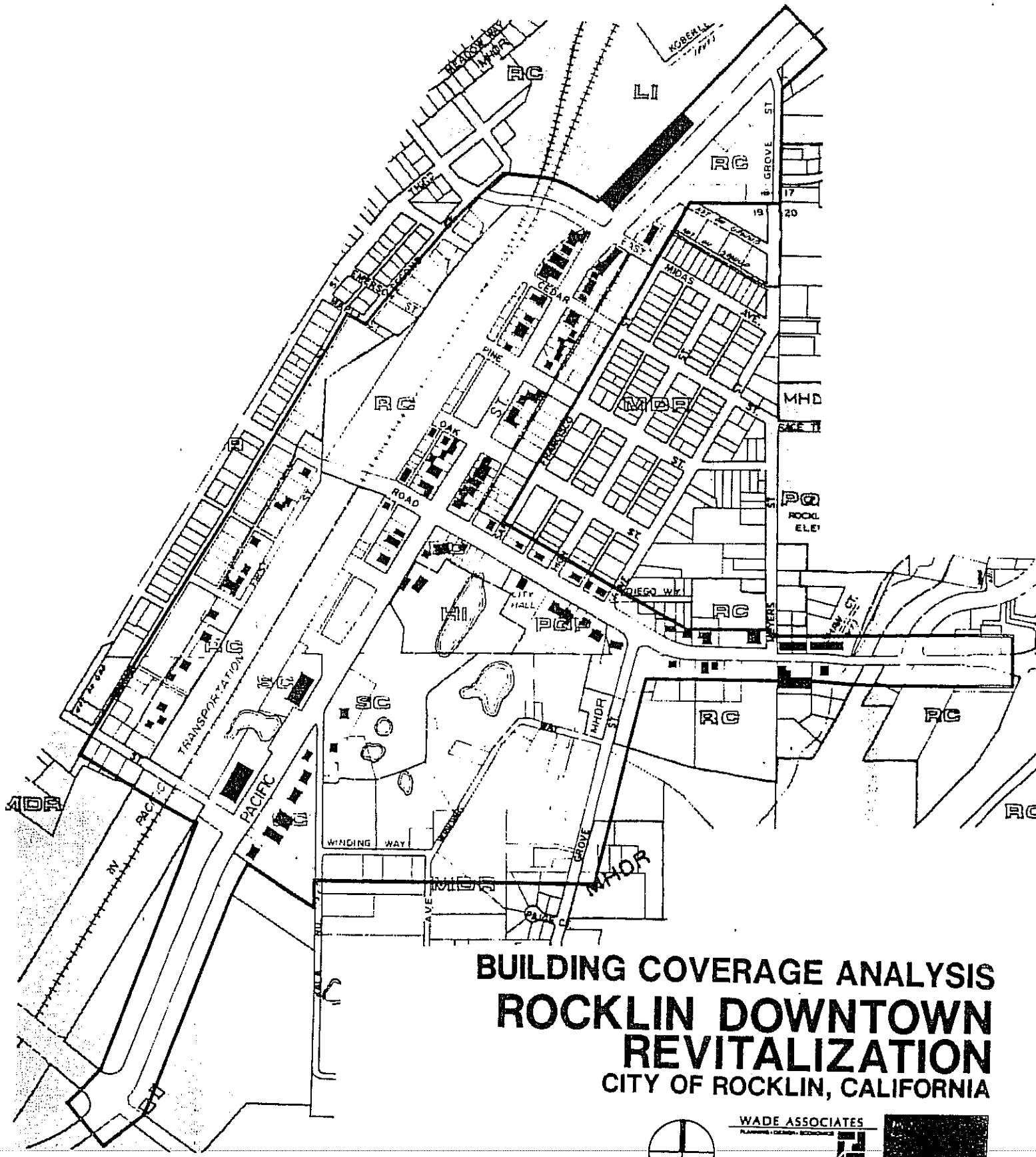
Rocklin Road and portions of Pacific Street are the major entries to the downtown area and have been designated as the Gateway Commercial Corridors. Rocklin Road, near the Interstate 80 interchange is devoted primarily to fast food and auto-oriented services. A few of the recently constructed buildings are well sited, and sensitivity to the natural environment is apparent in their design. However, the overall impression is a discordant mix of styles and lack of a coordinating architectural and site design theme.

Land uses along Pacific Street, at the entry to downtown, are a mixture of older commercial uses that reflect the earlier highway commercial zoning and industrial functions. Many of these buildings are deteriorated.

All parcels within this area are zoned C-2, C-3 and C-4. The uses currently located in this area are conforming uses.

2.1.3 Quarry Mixed-Use Area

The area east of Pacific Street and south of Rocklin Road includes several former granite quarries, including the Union Granite Quarry which was most recently in operation. The area is relatively undeveloped and retains many large native oak trees set in rolling terrain studded with granite outcrops. A small number of single family residences are located on the southern periphery of the area. The City Hall complex, a public park and Finn Hall are located along Rocklin Road at the north edge of the area.



BUILDING COVERAGE ANALYSIS
ROCKLIN DOWNTOWN REVITALIZATION
CITY OF ROCKLIN, CALIFORNIA

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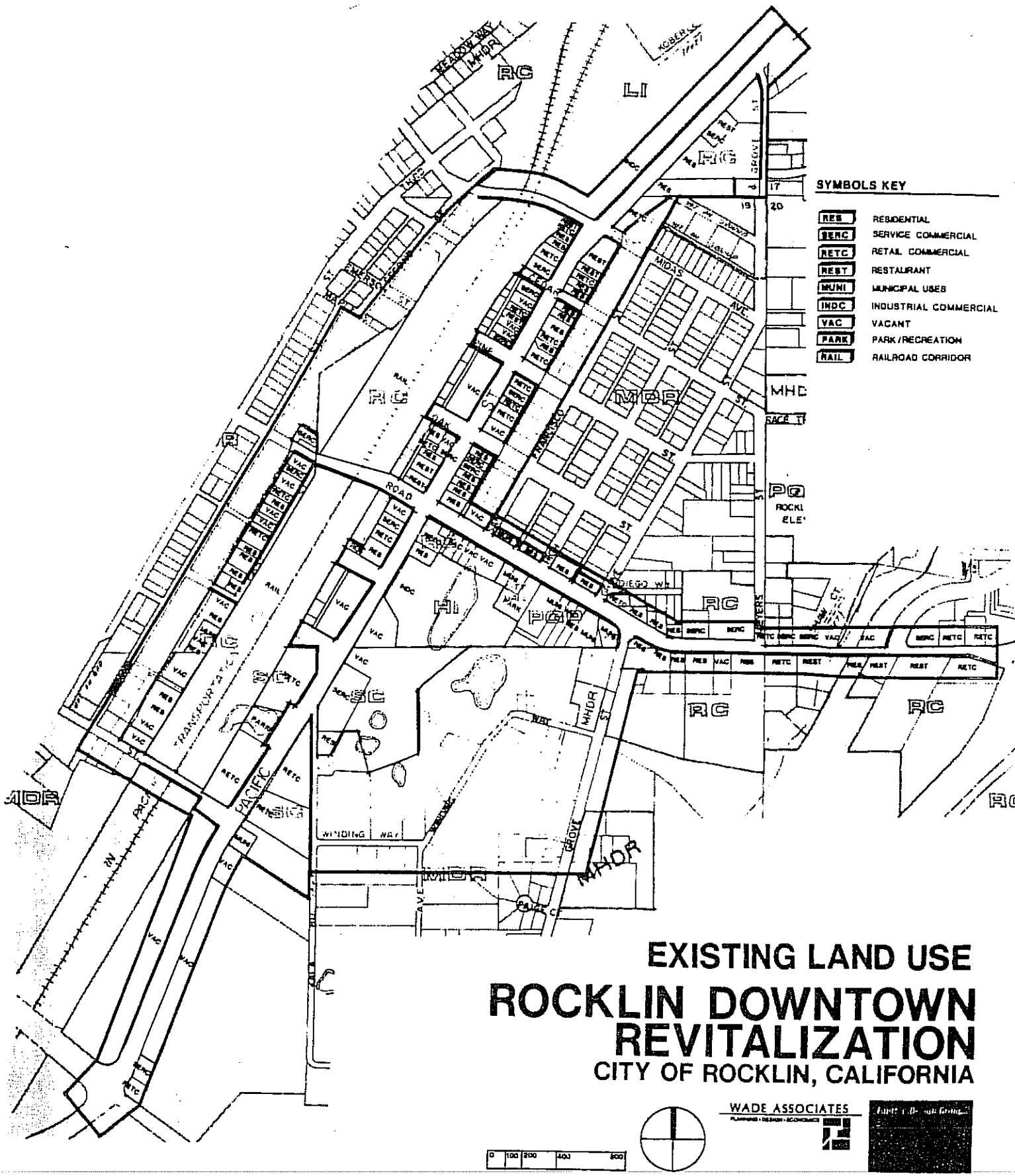

EXISTING LAND USE
ROCKLIN DOWNTOWN REVITALIZATION
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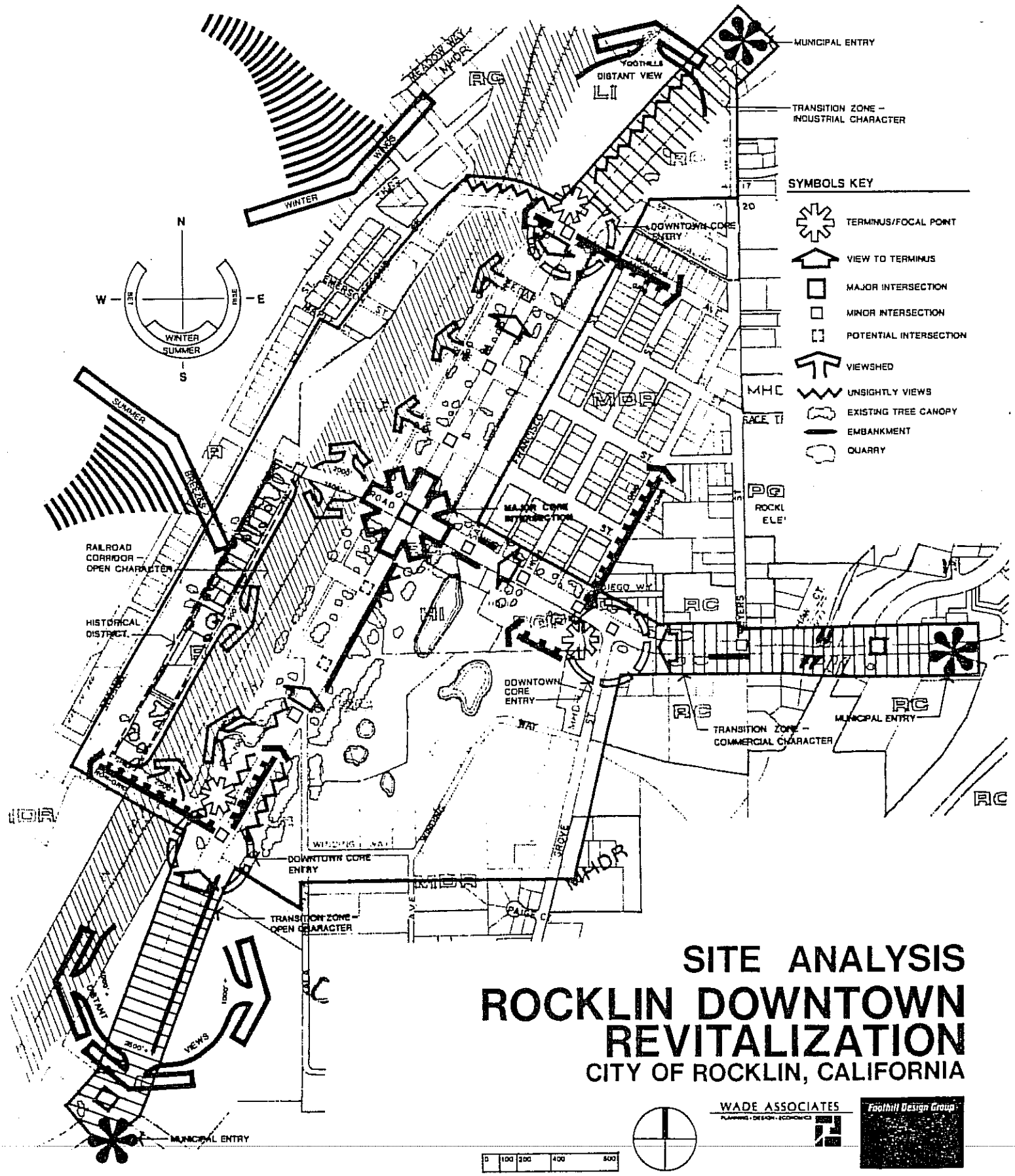

SITE ANALYSIS
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This area contains a number of zoning designations including M-2, (which allows industrial uses), C-2 , C-3, R1-6, R-3 and O-A (which allows public uses, parks and similar uses).

2.2 Design Concept

The land use mix within the downtown area is intended to provide for a variety of activities for residents and visitors. Day-to-day services and retail needs combine with special features that will draw residents and visitors to unusual events and settings. The combination of land uses is intended to provide a special area for shopping, leisure, business, and civic functions which will enable people to combine a number of activities in a single visit. In this manner the downtown area is intended to to be comparable in character, if not in size, to a larger city center.

The downtown area provides distinct special sub-areas: the Downtown Pedestrian Core, the Gateway Commercial Corridors, and the Quarry Mixed Use Area. Within each sub-area a special mix of land uses will be developed that are compatible with, and will complement the purpose of one another. The entire area will incorporate a uniform landscaping, streetscape and architectural program. In addition, the pedestrian circulation system will link all elements of the downtown area.

2.2.1 Downtown Pedestrian Core

Pacific Street between Bush Street and Midas Avenue should be developed as a pedestrian-oriented business district and community center. This area, in addition to providing retail commercial goods and services, and professional services, will provide a community focus and meeting place. Open spaces, plazas and seating areas will be conducive to a variety of leisure and recreational activities. A higher intensity of commercial activity will serve to further identify this area.

Store fronts along Pacific Street will be oriented to the street in a conventional manner.

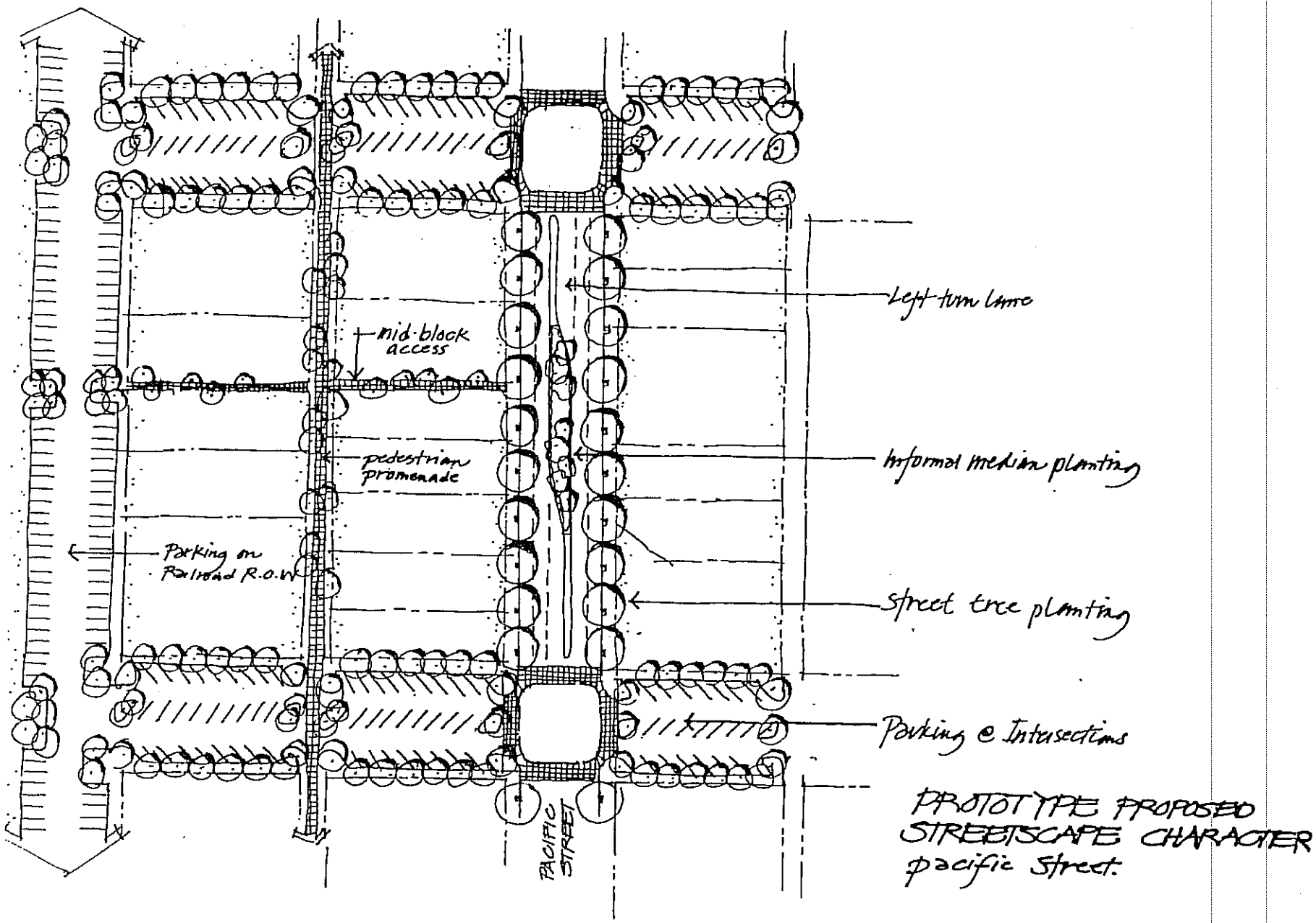
A primary feature of the Core Area is the pedestrian shopping and leisure area proposed to the rear of future buildings on the west side of Pacific Street.

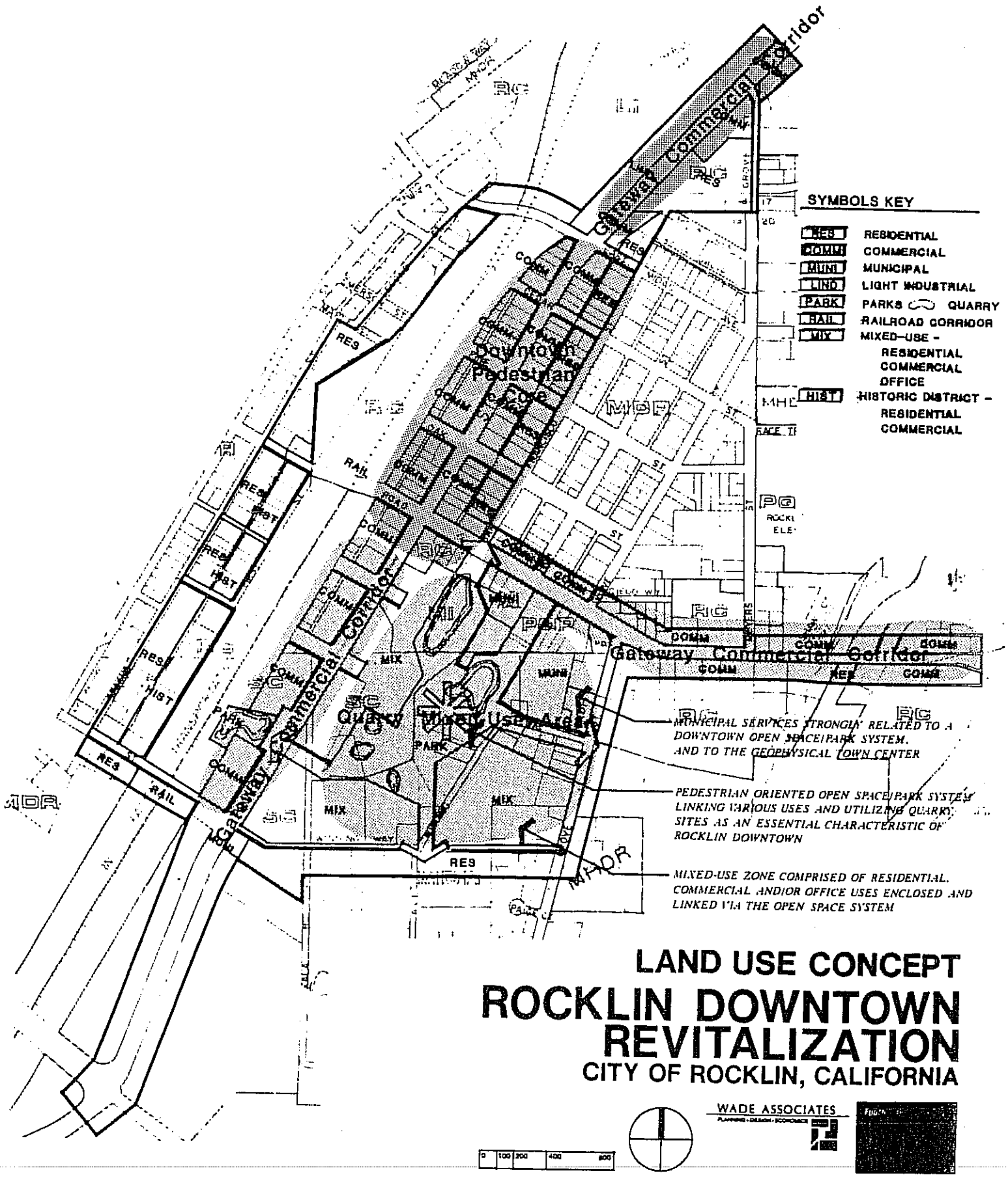
A pedestrian promenade will be developed within the existing alley right-of-way. The promenade will extend parallel with the railroad right-of-way to a point south of Rocklin Road where it will connect with a pedestrian way through the Quarry Mixed-Use Area to the Civic Center, and back to Pacific Street along Rocklin Road.

Land uses along the promenade will include small shops, restaurants and delis and other uses that would be compatible with an auto- free pedestrian mall. Small plazas and outdoor dining areas would be a common feature along the promenade. Commercial uses that are clearly intended to serve people in automobiles, such as drive through services, auto parts and service are to be excluded.

The Southern Pacific Railroad right-of-way presents a unique land use within the Downtown Pedestrian Core. The right-of-way should be incorporated into the plan as a visual corridor to distant hills and to the commercial uses along both sides of the tracks. While permanent uses cannot be located in the right-of-way, it is conceivable that parking and landscaping may extend into this area.

The central location and the central function of the Downtown Pedestrian Core area may be reinforced through the construction of a focal point element near the intersection of Rocklin Road and Pacific Street. The focal point might be a tall, prominent structure, such as a clock tower, or plaza or specially landscaped area, or a sculpture. The intent is to establish a special sense of place.


Left turn lane
mid-block access
pedestrian promenade
Informal median planting
Parking on Railroad R.O.W.
Street tree planting
Parking @ Intersections
PACIFIC STREET
PROTOTYPE PROPOSED STREETSCAPE CHARACTER
pacific Street



LAND USE CONCEPT
ROCKLIN DOWNTOWN REVITALIZATION
CITY OF ROCKLIN, CALIFORNIA

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2.2.2 Gateway Commercial Corridors

These entryways are vehicle-oriented, containing relatively high traffic volumes and speed. As the principal entryways into the downtown area, these areas serve an important purpose in establishing a theme and the initial impression of the City.

The Gateway Areas will continue to develop in a mix of commercial and service activities, primarily accessible by automobile. The uses will typically stand alone facilities on the smaller parcels similar to the recent development along Rocklin Road near I-80. Such land uses are appropriate in these locations.

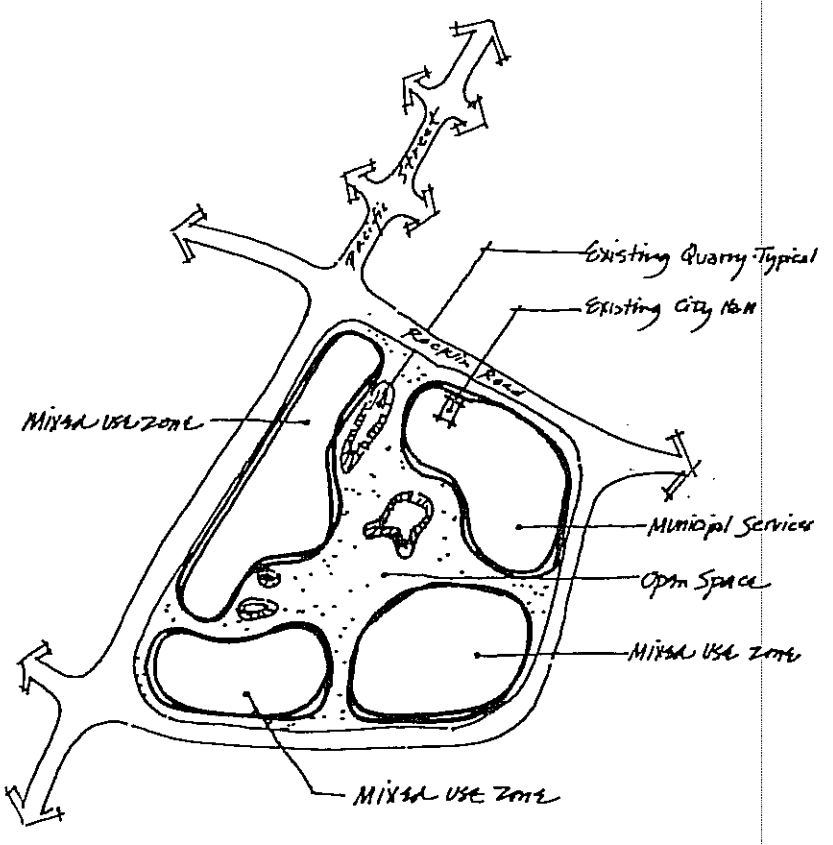
A few larger parcels exist along the entries to the downtown area. These would support a commercial complex or an office complex similar to the Granite Creek Plaza. Such parcels should be developed in a single complex rather than fragmented in several smaller buildings. Such uses may be a mix of retail and service commercial, including restaurants, and office uses.

The streetscape, including street signs, lighting and landscaping will serve to signal the approach of the downtown area and should convey a clear impression of the theme.

2.2.3 Quarry Mixed-Use Area

The quarry area is a unique resource for Rocklin that should be developed in a mix of uses that can best utilize the scenic value of the quarries. The area should be developed as a low intensity "campus", with well-designed and well-sited buildings interspersed among large trees and dense landscaping. Significant areas of common open space will contribute to this "campus" environment, as will limitations on vehicle access. Land uses should interface with one another across landscaped open space or public plazas.

Uses within this area should include a compatible mix of offices, multi-family residences, restaurants and specialty shops and stores. The proximity of the existing civic buildings along Rocklin Road suggests that this area could accommodate expansion of the municipal complex. Public buildings, including city offices, a library, recreation facilities, such as a community center and tennis courts, and a public outdoor theater would all be appropriate elements of an expanded civic complex.



CONCEPT: MIXED USE ZONE.

2.3 Design Guidelines

Buildings on both sides of Pacific Street will be constructed with zero lot lines in most cases; however, there will be periodic breaks between buildings to allow convenient pedestrian access between the street and areas to the rear.

Uses in the Downtown Pedestrian Core will provide retail goods and services. Ground floor spaces should be devoted primarily to retail uses. Second floor spaces may be devoted primarily to business/professional offices as well as retail uses.

Auto repair and similar service commercial uses, such as those found in the C-3 zone, should be located in areas near the pedestrian downtown area, northeast of Midas Avenue. Such uses are a necessity and convenience to the public, and it is appropriate that people have a place to leave an auto for repairs and receive service while visiting the downtown area for other activities.

2.4 Implementation

Effective implementation of the the design concepts described for the downtown area will be dependent, in part, upon application of effective governmental controls as well as incentives. Governmental controls, however, should not be so unduly restrictive that development of private property is discouraged.

2.4.1 Governmental Controls

General Plan and Zoning Amendment

Consideration should be given to initiating amendments to the General Plan and Zoning Ordinance which will allow for the implementation of the concepts set forth herein.

For example, the zoning designation applicable to the Quarry Mixed-Use Area, defined in this Plan, should be changed to PD. As described in the Zoning Ordinance, this designation, which is intended to encourage innovative and creative land use combinations, allows for a wide range of uses subject to a thorough review process. The industrial designations currently in effect should be eliminated.

No land use should be allowed within this area prior to adoption of a specific plan that provides a detailed description of land uses allowed, development types and densities and standards for development.

Following adoption of a specific plan subsequent development applications should be processed as planned unit development so that the intent of the specific plan is strictly adhered to.

Application Review Procedure

To ensure that all uses proposed within the downtown area are consistent with the concepts and design guidelines set forth in this Plan, consideration should be given to requiring that all land use applications be subject to both conditional use permit incorporating design review procedures.

Amortization of Non-Conforming Uses

The City should actively enforce Zoning Ordinance provisions relative to non-conforming uses. This should be particularly applicable to non-conforming businesses operating under conditional use permits.

Aggregation of Useable Parcels

Effective land use planning and implementation of the concepts described in this Plan will be aided if further fragmentation of existing parcels of land is prevented. Consideration should be given to increasing minimum lot size requirements. Moreover, further subdivision of land within the Quarry Mixed-use Area should be prohibited until the zoning designation is changed to PD.

2.4.2 Incentives

Capital Improvement Program

As an incentive to development within the downtown area, and to partially offset the higher level of land use regulation recommended herein, consideration should be given to the establishment of a program, or programs, which will make public funds available for certain off-site improvements customarily the responsibility of the developer. The details of such financing programs will require additional study.

Density Bonus/ Off-Site Parking

In the Downtown Pedestrian Core provision of centralized, off-site parking lots will reduce the need for on-site parking, allowing more building coverage than normally permitted. It is recommended that no more than 50% of the ground area which would normally be required for parking be devoted to additional building coverage. The remaining area should be outdoor landscaped area, the majority of which should be oriented to pedestrian areas. Off-site parking should be provided in sufficient quantity in accordance with existing Zoning Ordinance standards.

3 Circulation Guidelines

3. Circulation and Parking Guidelines

3.1 Current Conditions

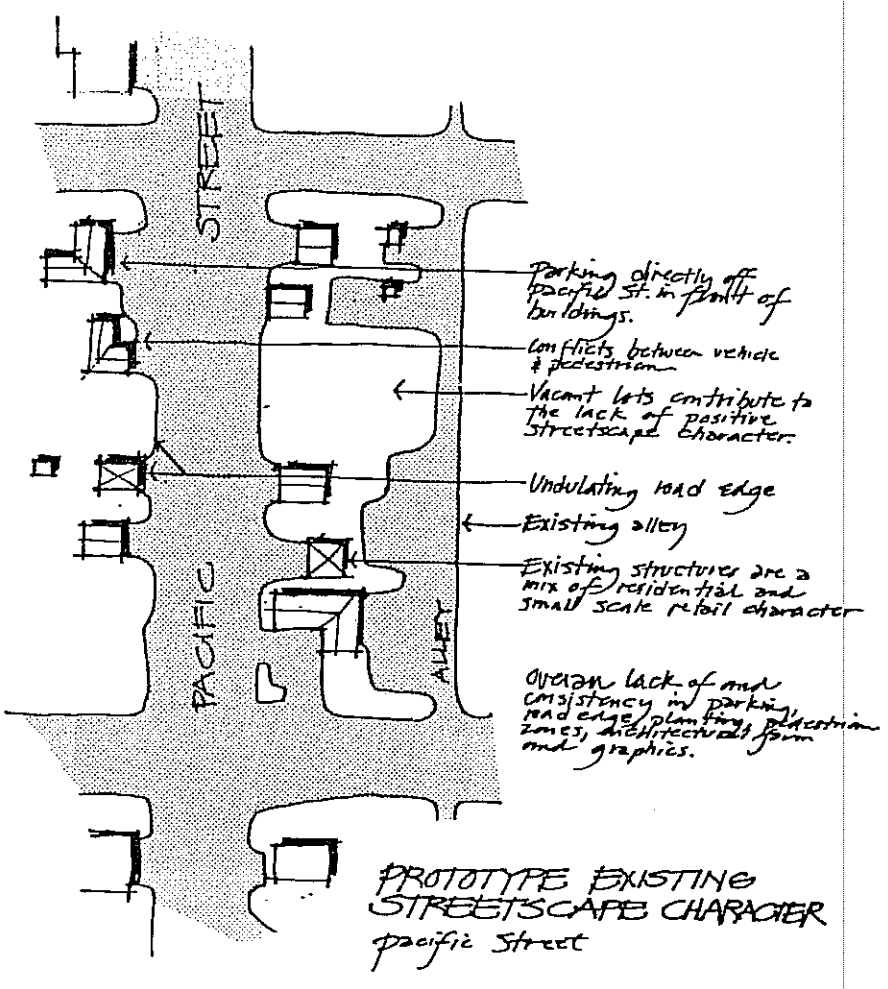
Circulation within the downtown area is provided by a grid pattern street system established in the original plat of the city. The streets are oriented to the Southern Pacific Railroad that transects the city north to south. Pacific Street which transects the main commercial area, is the route of the former U.S. Highway 40.

Rocklin Road connects Pacific Street to I-80 approximately 1.5 miles to the east and provides a major entry to the downtown area. Rocklin Road also extends to the Fifth Street on the west to provide access to neighborhoods on the west side of the downtown area.

The edge of Pacific Street is very ill-defined as it passes through the center of the downtown area. There is no pedestrian sidewalk, and there is no curb to differentiate the street pavement from the parking areas of most businesses. Existing parking is limited to angle and perpendicular parking slots along Pacific Street.

3.2 Design Concept

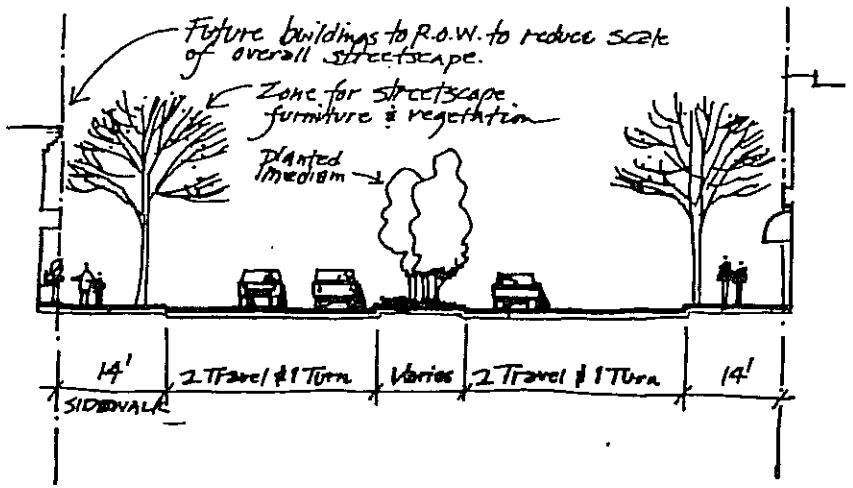
Convenient and safe circulation of vehicles, pedestrians, bicyclists, and service and emergency vehicles is essential to the successful revitalization of the downtown area. The circulation system in the downtown area must successfully integrate several objectives and circulation elements. This is accomplished by a coordinated circulation plan that links the major traffic carriers with the pedestrian network, parking, bicycle system, local residential streets, and the service and emergency access.



The lack of a clear boundary to the street and the ambiguous parking areas create traffic conflicts with the parking and pedestrian circulation system.

3.2.1 Major Traffic Carriers

Pacific Street and Rocklin Road will continue to be the major traffic arterials through the downtown area. High traffic volumes dictate that these streets retain their primary function as traffic carriers. The streets must be designed to allow the free passage of traffic with little interference from traffic entering from driveways or from pedestrians crossing the street.



PROPOSED SECTION - Pacific Street

Street channel along Pacific Street defined by store fronts and landscaping

The Pacific Street frontage adjacent to the street right-of-way is conceived as a pedestrian-oriented environment. The buildings will be close to the street and the building frontages and signage will be scaled more to the pedestrian than the motorist. Street trees and landscaping will provide a sense of separation for pedestrians on the sidewalk from the traffic lanes.

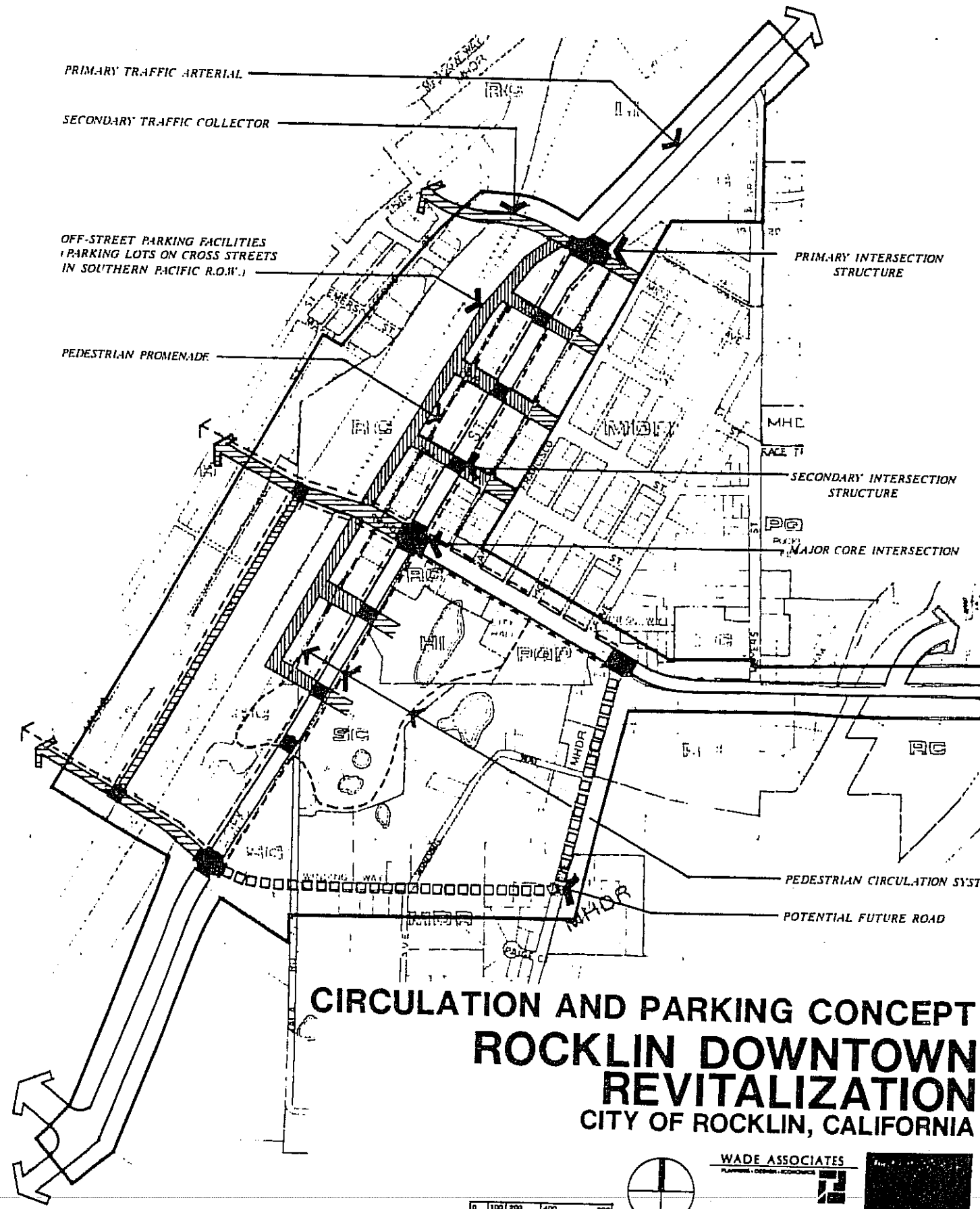
Traffic along Pacific Street will be highly channelized to move through as quickly as possible. No parking will be allowed on the street in order to allow optimum traffic flow within the constraints of the existing right-of-way. Curb cuts will be limited and the street frontage "closed" to auto ingress and egress to provide a sense of protection and separation for the pedestrians along the adjacent sidewalk.

Rocklin Road is a traditional auto-oriented commercial street where pedestrians along the sidewalks are relatively unusual, and the businesses along the street require more frequent curb cuts for parking access. The street frontage is more "open" with visible parking areas and less dense street tree coverage. Traffic along Rocklin Road will be channelled through quickly, but will allow slowing to enter off-street parking areas.

3.2.2 Local Residential Streets

The local residential streets will continue to serve as access to the adjacent residential areas. No modifications to the existing street pattern will be required except where on-street parking will be provided on the side streets between Pacific Street and the alley one-half block.

In the Quarry Mixed- Use Area new streets will be extended around the area to provide access. Circulation will be concentrated at the periphery of the area rather than extending through it. The future expansion of the Civic Center complex into the Quarry Area will require a direct street access from Rocklin Road.



CIRCULATION AND PARKING CONCEPT

ROCKLIN DOWNTOWN REVITALIZATION

CITY OF ROCKLIN, CALIFORNIA

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3.2.3 Pedestrian Circulation

A paved pedestrian path system consisting of a network of sidewalks and off-street paths should be created in the Downtown Area enabling pedestrians to travel with minimum interaction with automobile traffic.

A key element of this network is the pedestrian promenade described for the Downtown Pedestrian Core.

3.2.4 Bicycle Circulation

Bicycle traffic will be accommodated in the downtown area in both on-street and off-street routes. Rocklin Road will provide a bike lane adjacent to the outside travel lane from I-80 to Fifth Street. Bicycle traffic along Pacific Street due to the restricted width will be routed off the street right-of-way to the pedestrian promenade from Midas Avenue to a point south of Rocklin Road.

3.2.5 Parking

Parking for businesses in the Core Area should be provided in off-site, centralized lots. In order to accommodate off-site parking generated by two story commercial development envisioned in this area, it will be necessary to develop several of the vacant lots for parking. Additional parking can be provided through the use of the stub ends of Cedar, Oak and Pine Streets, west of Pacific Street along Railroad Avenue.

Railroad Avenue, within the railroad right-of-way, will provide access to the parking areas. Easements in the railroad right-of-way will provide space for buffer landscaping. Visual and acoustical screening of the railroad tracks will be provided by landscaped berms, trees and shrubs.

Sufficient parking should be provided in locations convenient to businesses in the downtown area and should, for the most part, be provided in off-street lots. Development in the Downtown Pedestrian Core Area will require more spaces than can be provided in the on-street areas. Public parking areas should be provided in City facilities.

In the Downtown Pedestrian Core area, the principal parking areas should be City-owned spaces within the rights-of-way of Oak, Pine and Cedar Streets and on parcels acquired for that purpose contiguous with Railroad Avenue. Parking in these areas should be diagonally oriented. These parking lots may be constructed on private land in conjunction with development of properties or on City-owned public right-of-way, converted for this purpose.

In other portions of the Downtown Area, particularly along Rocklin Road, parking should be provided on private property.

3.2.6 Public Transit

Buses and taxis are the only public transit service anticipated in Rocklin for the foreseeable future. The routes within the downtown are will be limited to Rocklin Road and Pacific Street. If the City Hall complex is expanded to the south of Rocklin Road bus service should be routed to provide direct access to the area.

No bus stop will be provided along Pacific Street from Midas to Bush Street.

3.2.7 Alleys

Existing alleys parallel to Pacific Street should be retained to allow rear access to businesses and off-street parking lots. However, the alley west of Pacific Street, adjacent to the Southern Pacific Railroad, will also be incorporated in the pedestrian promenade concept described elsewhere in this Plan.

3.3 Design Guidelines

3.3.1 Pedestrian Paths/Sidewalks

A fourteen foot wide sidewalk will be provided along the edge of the Pacific Street right-of-way. Along Rocklin Road and the proposed perimeter street in the Quarry Area a ten foot wide sidewalk will be provided along the street edge.

The pedestrian path, or promenade, between Pacific Street and the Southern Pacific Railroad should be constructed of asphalt or concrete and should be not less than 12 feet wide.

3.3.2 Public Transit Service

Within the downtown area buses will be restricted from stopping at the curb within the travel lanes of Pacific Street and Rocklin Road. Bus turn-outs should be incorporated into the streetscape of both Pacific Street and Rocklin Road near intersections where space can be provided.

The long term potential for commuter train service on the Southern Pacific Railroad should be a design consideration in the location of major public parking facilities and pedestrian circulation in the downtown area.

3.3.4 Parking

Parking lots should be screened from the street by earth berms, landscaping, fencing, or a combination of these.

Common driveways into private parking areas should be encouraged to the maximum extent possible to minimize points of egress into the major street right-of-way.

Parking areas should be conveniently located to the businesses they are intended to serve.

3.3.5 Bicycle Parking

All parking lots should provide secure bicycle parking near the building. Bicycle parking areas should include permanently attached fixtures and should be visible from off-site to discourage theft and tampering.

3.3.6 Service Areas

Storage areas, machinery installation service areas, utility structures, trash areas and similar accessory structures should be compatible with the structure and be attractive to the public view.

Where feasible, service areas shall be located to the rear or side of the building and designed to be screened from public view and adjacent properties with plant material and/or by other screening devices.

Trash areas should be located away from residential uses to prevent noise, odor and provide sanitary conditions. Trash facilities must be accessible for collection vehicles.

Trash enclosures should be constructed with concrete or asphalt floor and designed so that they can be washed out and kept in a sanitary condition. The trash area should be enclosed by a five-foot wall of masonry or wrought iron and be surrounded by plant material. Walls surrounding service areas should be compatible with the color and texture of the building.

3.4 Implementation

3.4.1 Parking

The City will improve the public rights-of-way of Pine and Oak Streets, to the alley on the east side of Pacific Street and to Railroad Avenue on the west side. Improvements will include angle parking at the curb and in the median to provide public parking lots.

The City should acquire vacant parcels between the Southern Pacific Railroad and Pacific Street for development by the City at such time as commercial development in this area generates the need for additional parking spaces.

3.4.2 Circulation

The City Council should initiate the development of a specific plan for the Quarry Mixed-Use Area as means of providing a comprehensive land use plan and circulation system. The Specific Plan should be adopted prior to the major development of any specific parcels.

Street construction in the Quarry area should be funded in conjunction within implementation measures set forth in the specific plan.

Street improvements, including sidewalks, curbs and gutters for Pacific Street and Rocklin Road will be funded from a variety of sources, including public capital improvement programs, and improvements required as a condition of approval of private development . Consideration should be given to the use of Redevelopment Area funds.

4 Streetscape Guidelines

4. Streetscape Guidelines

4.1 Current Conditions

Public streetscape improvements such as sidewalks, curbs and gutters are absent along much of Rocklin Road and Pacific Street.

The lack of an overall theme is evident in the absence of a consistent design of street furniture, such as benches and trash receptacles, and in the variation in the treatment of street lights, street pavement width and design of driveways.

In many instances, the most prominent feature of the streetscape is the abundance of overhead electrical and communication lines which run parallel within the right-of-way. These wires detract considerably from the appearance of the area.

The most significant treatment of the streetscape is on Rocklin Road, between Granite Drive and Interstate 80. In this area considerable commercial development has occurred, along with attendant right-of-way improvements.

4.2 Design Concept

The goal of the streetscape design is an urban setting that enhances Rocklin's major gateways and unique features and is attractive and imageable to visitors and users.This is accomplished by:

1. Identifying key intersections and entries to the City with special signing/street furnishings and landscape;

2. Concentrating a focus of activities, features and pedestrian amenities in a Pedestrian Core area;

3. Providing a boulevard- scale streetscape treatment for Rocklin Road and segments of Pacific Street;

4. Developing special paving treatment for major pedestrian links.

4.3 Design Guidelines

4.3.1 Paving Materials

The paving system must be flexible enough to meet most paving requirements. Improvements can be made over time and adjusted to accommodate specific site problems and cost parameters. Use of a consistent design and materials will serve to unify the downtown area streets.

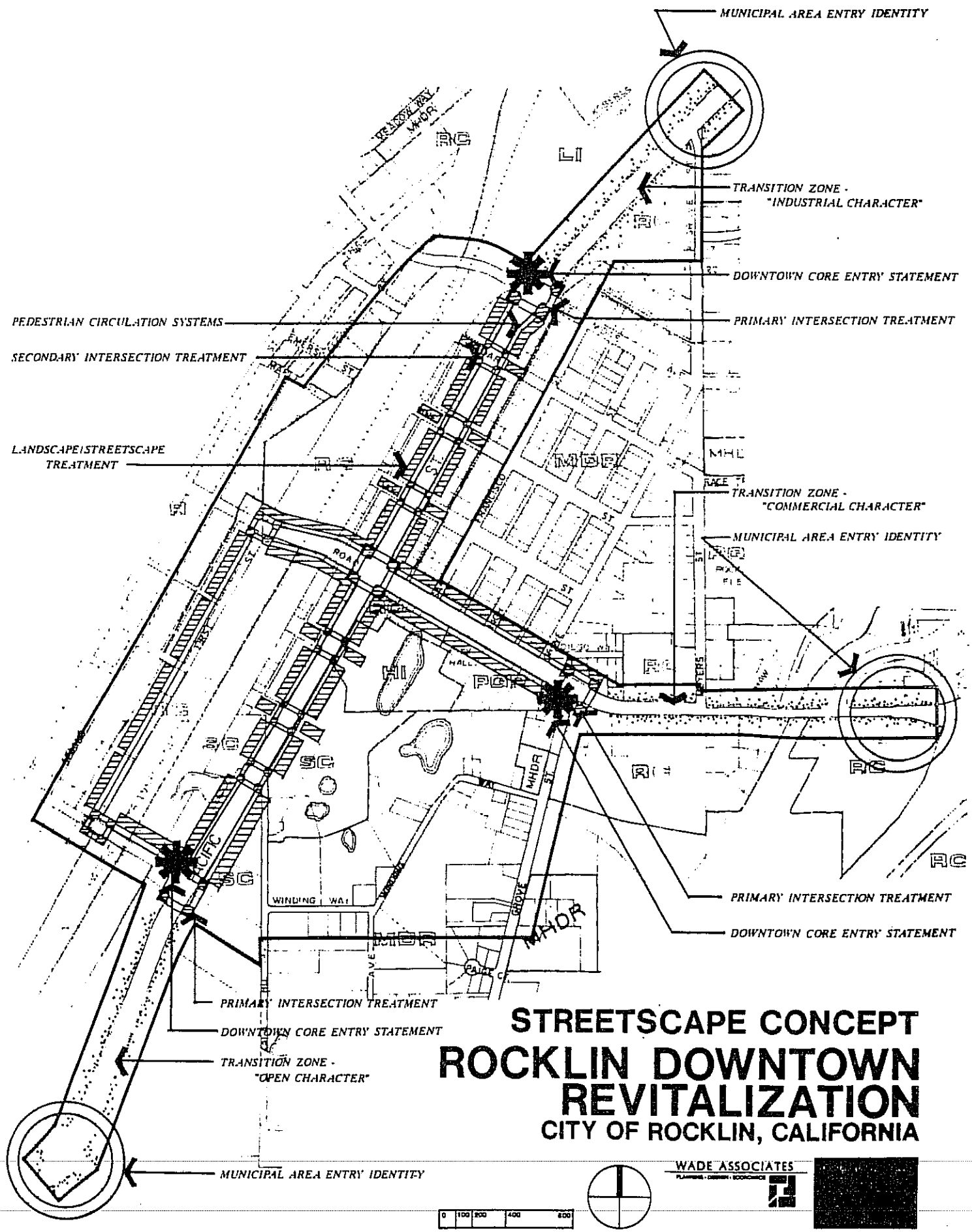
Paving materials should consist of poured in place concrete products or pavers with accent paving materials of stone or indigenous granite. Materials should be organized on a modular grid system consistent throughout the downtown area.

4.3.2 Bus Stops and Shelters

Customized or special bus shelters will add a sense of identity to the downtown core area. The following guidelines should be utilized in shelter design:

1. The bus stop shelter should provide protection from the sun and rain.

2. The shelter should be on the curb side of the sidewalk, no closer than 2 feet from the curb line.



STREETSCAPE CONCEPT
ROCKLIN DOWNTOWN REVITALIZATION
CITY OF ROCKLIN, CALIFORNIA

WADE ASSOCIATES

3. The shelter should have an opaque or filtered roof to provide shade to the area below.

4. The shelter should have as few vertical supports as possible to allow pedestrian movement freely around and through the structure.

5. The shelter should be free-standing. If incorporation of the shelter into a building is desired, this should be accomplished architecturally.

6. Seating should be provided within the shelter.

7. Shelters should include lighting which contributes to the nighttime image and character of the downtown area.

4.3.3 Street Furniture

All portable or moveable containers such as trash receptacles, flower pots, etc. should be easily maintained. A custom design which locks the City into high replacement costs or is of a character which may become dated is not desirable.

Benches occurring along sidewalks and within parks should be fixed in place and constructed of durable and maintenance-free materials. Benches at bus stops should be incorporated into the design of the bus shelter.

All containers, newsstands, etc. should be located in conjunction with active pedestrian areas such as bus stops and/or important intersections. The actual placement should coordinate with the modular paving system.

4.3.4 Awning and Canopies

Urban streetscape options such as awnings and arcades should be developed for areas where new street trees are impractical and where conflict with street trees will not occur.

4.3.5 Special Events

Provisions should be made to allow for the temporary installation of lights, banners, seasonal decorations, portable platforms and seating, etc., for festivals, holidays and other public events. This would include the availability of electrical hook-ups for the installation of tree lights and mounting hardware on street light poles.

4.3.6 Undergrounding of Utilities

Utility installations should be placed underground. Any installation remaining above ground, such as pad-mounted transformers, should be integrated and compatible with the architecture and landscaping of the project. These installations should be located in areas less visible but easily accessible for servicing and should be screened with a fence or plant material.

4.4 Implementation

4.4.1 Overhead Powerlines

The City should establish regulations which, through the development application process, requires property owner participation in the cost of placing existing overhead electrical and communication lines underground.

In addition, the City should consider the formation of an assessment district expressly for the purpose of funding the cost of undergrounding along Pacific Street and Rocklin Road, within the Downtown Area.

4.4.2 Street Furniture and Bus Stop Shelters

The City should research various suppliers of street furniture, including trash receptacles, planters, and bus stop shelters and adopt a standard specification for use throughout the downtown area. Factors to be considered, in addition to acceptability of design, include purchase price, maintenance requirements (durability), long-term availability and ease of replacement. The adopted standard should be applied uniformly to all new development, public and private, through the improvement area.

5 Landscape Guidelines

5. Landscape Guidelines

5.1 Current Conditions

Existing landscaping in the downtown area is not distinctive. Native oaks and other well established trees are the dominant form of landscaping along the gateway entrances to the downtown area. These native trees, located within or near the public right-of-way, add considerably to the appearance of the streetscape.

Planted areas and street trees within the public rights-of-way are virtually non-existent, except in limited instances where relatively new commercial development, primarily on Rocklin Road, has provided landscaping. In most instances, older businesses have provided no landscape treatment to the storefront area. Furthermore, the area immediately beyond the street pavement is generally left as bare earth or weeds, or asphalt paving.

Among the notable natural landscape features are granite outcrops that occur throughout the downtown area. These provide an interesting visual element as well as a reminder of an aspect of the City's history.

5.2 Design Concept

The basic landscape design concept for the downtown area is the creation of an identifiable and imageable sense of place through the extensive use of broad canopy trees along the public right-of-way edge, creation of landscaped medians, enhancement of existing natural and man-made landforms, and creation of well-defined landscaped entry points. Broad canopy trees provide shade that reduces summer temperatures.

The landscaping concept will vary among the different sub areas identified in this Plan.

5.2.1 Gateway Commercial Corridors

Broad canopy trees should be planted at regular intervals along Rocklin Road, between Interstate 80 and First Street, and along Pacific Street between Midas Avenue and Farron Street.

Landscaped medians should be provided on these streets with a a mix of relatively low (1 to 2 feet in height), evergreen ground covers.

Landscaped Entry Points

Prominent entry point landscape elements should be established as a visual indication that one is entering the downtown area. Entry point landscape elements should include sculptural or natural appearing groupings of granite boulders with shrubs and dense groupings of evergreen and deciduous trees. These entry point areas should be highlighted by low-level nighttime illumination. Signage is not recommended at these locations.

For maximum effectiveness, these landscaped entry points should be located in the center of the public right-of-way, within a median strip.

5.2.2 Downtown Pedestrian Core

Street Frontage

The street tree program for the street edge in this area is similar to that specified for the Gateway Entrance streets except that the trees should be more closely spaced and should have a lower mature height. It is envisioned that trees in this area, planted on

both sides of Pacific Street between Rocklin Road and Midas Avenue, will form a continuous canopy which provides shade during the summer while defining the pedestrian scale of the streetscape.

Trees planted in this area should reach a mature height of between 40 and 80 feet and should have a broad, spherical shape. These trees should be planted approximately 40 feet apart in order to create a continuous, unbroken canopy. Appropriate trees would include: Chinese Hackberry, Pistache, Bradford Pear, Chinese Elm, Oak, Sweetgum, Sour Gum, Zelkova.

Street trees in this area will be planted within the sidewalk, in on-grade planting beds approximately 16 square feet in size. These planting beds, either circular or square in shape, should be covered by open-grated tree well covers which conform to the diameter of the tree trunk. The tree trunk openings should be capable of being easily enlarged as the trees mature.

Signage in this area will need to be placed in locations sensitive to the height of newly planted and mature trees. Generally, signs in this area should be visible below the tree canopy; however, some higher signs, positioned on building frontages, may be visible above the tree canopy.

A median strip should be constructed in this area which includes a combination of small trees and evergreen ground cover, low shrubs and granite boulders. Landscaping in the median should be relatively formal. Care should be taken to ensure that shrubs in the median are kept low in height both for reasons of safety and to maintain a clear view of both sides of the street by pedestrians and motorists.

Pedestrian Promendade

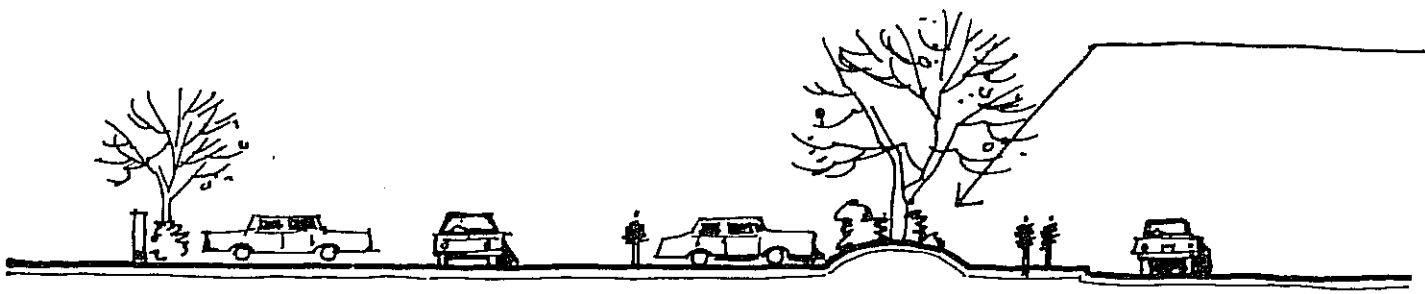
The basic concept for this area is creation of a pedestrian-oriented promenade. In addition to a paved path, there should be a considerable amount of turf, both for passive use and more active recreation. Trees of the type described for the street side of the Downtown Pedestrian Core should be planted in casual groupings. Benches should be provided in shaded locations and low, pedestrian-oriented decorative street lights should be provided along the promenade.

An undulating earth berm measuring between 3 and 4 feet in height should be constructed along the edge of this area, adjacent to the railroad tracks. This berm, planted with turf and trees, will provide an acoustical and visual barrier to the railroad tracks while allowing open views beyond.

5.2.3 Quarry Mixed-Use Area

This area should be typified by dense landscaping, including a variety of tree types and sizes, shrubs, turf and earthen berms. In addition, the natural and man-made landforms in this area, particularly the quarries and granite rubble, should be extensively used in the landscape design of development projects. The overall effect should be one of a densely planted, but manicured, campus environment in which the landscaping provides a significant softening and partial screening of the buildings and pavement areas.

Entry points to this area from Rocklin Road and Pacific Street should utilize a landscaping theme similar to that employed at the main downtown area entry points, except at a smaller scale.



PROTOTYPE PARKING LOT SCREENING

Street trees in this area should be the same as those described for the Downtown Pedestrian Core. Trees planted on private property should include a balanced mixture of deciduous and evergreen species.

5.3 Design Guidelines

Landscaping should harmonize with the building design and the surrounding area. The landscaping should be developed with regard for the aesthetic qualities of the existing trees, significant plant material and to minimize soil removal. Plant material on private property should be complementary to City landscaping of streets. Plant material should be selected for interest in its structure, texture and color and for its ultimate growth.

5.3.1 Street Trees

Trees planted along Pacific Street and Rocklin Road should be relatively tall, reaching a mature height of 30 to 40 feet, and should have a broad spherical shape. These trees should be planted approximately 80 feet apart. Appropriate tree types would include Chinese Hackberry, Pistache, Bradford Pear, Chinese Elm, Oak, Sweetgum, Sour Gum, Zelkova and Sapium.

It is anticipated that all new signs in these areas will be below the canopy of the street trees at the time of tree maturity. Between the time of planting and maturity some visual conflicts with signage may be encountered. These conflicts should be handled on a case by case basis through the variance procedures set forth in the Zoning Ordinance. Owners of existing tall signs should be encouraged to reduce sign height in instances where visual obstruction occurs.

5.3.1 Parking Lots

Parking lots should be extensively landscaped with a minimum of approximately 20% of the parking lot devoted to planted area. Trees should be provided in sufficient quantity and of a type that ensures that within15 years, at least 40% of the parking lot is shaded at mid-day on July 21. Landscaped areas should be maintained by means of drip irrigation systems.

Parking areas should be sufficiently screened from the street by either dense shrubbery, earthen berms, low (3 to 4 foot) fencing, or a combination of these.

5.3.2 Rock Outcrops

Granite outcrops within the public right of way and on private property should be preserved and incorporated into the landscape design to the extent that vehicle movement is not impeded or safety hazards created.

5.3.3 Native Tree Preservation

To the maximum extent possible, native trees within the public right-of-way and on private property should be preserved. Strict measures should be imposed during construction to ensure that direct damage to trees does not occur and that ground with the tree canopy is not disturbed.

Long term preservation of oak trees should include avoidance of paving, compaction and irrigation within the tree canopy.

5.3.4 Tree Planting

1. All new trees should be of a container size of 15 gallons or larger. The City may find that in certain instances it is appropriate to require larger trees in 24 to 42 inch boxes.

2. Trees should allow for sun in winter on the north side of the street and shade in the summer.

3. The use of street trees in pots and boxes should be discouraged.

4. Planter details and size should encourage healthy plant growth and discourage trash accumulation and seating where undesirable.

5. Tree grates and tree guards should be of durable materials and easy to maintain.

6. Newly planted street trees will need supplemental irrigation until they are established. Tree planting plans should include a specific automatic irrigation system.

5.3.5 Earth Berming

Use of berms, slopes and mounds can add significant visual interest to the landscape of a private development or public land. This treatment increases the visibility of planter beds, particularly turfed areas. To the maximum extent possible landscaping on private and public property should incorporate these features in landscape plans.

5.3.6 Plant Massing

Planting beds should be sufficiently deep to allow massing of plant materials. Plant massing, particularly along buildings, should increase to a variety of heights and textures at maturity.

5.3.7 Infill Landscaping

Areas not utilized for parking and storage should be landscaped with plant materials. Where there are small areas between buildings and property lines, the use of climbers, vine and/or ground cover is recommended.

5.3.8 Hardscape

In areas where general planting will not prosper, other material such as fences, walls and pavings of concrete, brick, stone, gravel and cobbles should be used. Carefully selected plants should be combined with such material where possible.

5.3.9 Artificial Materials

Plastic plant materials should be prohibited.

5.4 Implementation

5.4.1 Public Land

The City should consider the establishment of an assessment district as a means of implementing the street tree and median landscaping program set forth in this Plan.

New development should be required to contribute toward the cost of public right-of-way landscaping.

5.4.2 Private Land

Landscaping of private property should be accomplished in conjunction with development. Landscape plans should be evaluated by the Design Review Board in accordance with these guidelines.

The City should establish appropriate procedures to ensure that landscaping is installed according to approved plans and that landscaping is acceptably maintained.

6 Architectural Guidelines

6. Architectural Guidelines

6.1 Current Conditions

There are very few buildings of architectural significance in the downtown area. Many of the earliest buildings were lost to one of the major fires that swept the historic city. Some were actually relocated to Roseville when the railroad roundhouse was moved. A handful of historic buildings remain but they are not dominant features of the area. There are a few granite buildings from the era when the quarries were active. These buildings are distinctive in their use of native stone, but are generally not architecturally noteworthy.

Contemporary buildings range from very simple metal buildings to fairly conventional modern commercial buildings. The majority of the buildings are finished in simple, undistinguished materials such as painted stucco and plywood. The most notable modern buildings include relatively new commercial buildings along Rocklin Road near the I-80 interchange. Many of these have successfully incorporated granite as a design element in the building facades.

6.2 Design Concept

The lack of strong architectural theme or identity in Rocklin provides an unusual opportunity to establish a new architectural standard. The anticipated growth in the community, combined with the current market area, provides the potential economic strength to support a substantial commercial services and retail core area.

The downtown area is intended to be a complex of buildings and pedestrian environments with a clearly defined identity. The mix of land uses anticipated in this Plan will provide a demand for new buildings that have a strong architectural identity. The architecture will house civic facilities, offices, specialty retail shops, professional services and residential uses. All of these uses should be complementary to an overall architectural community identity.

The architecture of the downtown can be visually linked through a common design element, such as a light grey granite. The use of granite will establish a theme for Rocklin that will become a trademark for the downtown area. The granite need not be used as the dominant material in all buildings, but should be evident in the facade, landscaping, signage, or paving around all buildings.

6.3 Design Guidelines

There are several design issues which the owner and designer of a new building for the downtown area must address. They include building height and form, setbacks, materials, and rhythm along the street.

6.3.1 Building Height and Form

Building height is regulated by the City Zoning Ordinance which allows for buildings up to 50 feet in height and four stories with a conditional use permit. Buildings in the downtown area should

generally be two stories in height. Taller buildings are appropriate where there is space around the building to provide for pedestrian circulation, the building does not continuously shade the adjacent property, and the taller building is in proper proportion to its site and surrounding buildings.

Building bulk for new construction should be related to neighboring buildings. Very large, massive buildings will overpower and dominate their neighbors and not fit into pattern of the downtown. The apparent bulk of a large new building can be reduced by stepping back the facade of the building for each story the new building extends above the roof line of neighboring buildings.

6.3.2 Building Setbacks

Downtown Pedestrian Core

a. Building frontages should, in most cases, abut the existing right- of- way except when conforming to specific requirements set forth elsewhere in this Plan.

b. Parcels 50 feet or over in width require 30% of their building frontage to be set back a minimum of 10 feet from the right-of-way.

c. A 20 foot wide public, pedestrian access easement should be provided from the right- of- way adjacent to the street through to the rear of the parcels along the west side of Pacific Street from Bush to Cedar Street. The easement should be provided near the center of each block.

Rocklin Road-Pacific Street to Grove Street

Retail building frontages should, in all cases, be not less than 5' feet from the existing right-of-way except when conforming to specific requirements as set forth elsewhere in this Plan.

6.3.3 Offsets, Insets and Reveals

External details in building facades, entries, stairways, retaining walls and other features provide visual interest and textures to the building. Such detail often reduces building facades and textures to a more human scale and makes a street a more pleasant place to be.

New buildings should incorporate the use of strong vertical and/or horizontal reveals, off-sets and three-dimensional detail between surface planes to create shadow lines and breakup flat surface areas.

Large areas of uninterrupted blank surface areas should be avoided.

6.3.4 Fenestrations

Fenestration of a building relates to window patterns such as, horizontal banding, punched, grouped, recessed, or crated glass curtain wall.

New buildings should provide a hierarchy of horizontal and vertical patterns that reflect the form and proportion of the building. This approach tends to unify the buildings facade with other architectural features.

The main access into the building should be prominent in size, use quality materials, and be easily identifiable as a distinctive main building entry. The scale of the building entry should relate to the overall width and height of the building.

The main entry doors should be recessed into the streetwall facade and/or located under an arcade or canopy.

6.3.5 Texture and Material

All projects should utilize compatible materials on all four sides of the building.

All new developments should use durable and quality materials. Examples of these materials include stone (granite, marble) terra cotta or tile, metal (bronze, brass, chrome, baked enamel), brick, and transparent glass.

Use of granite or other stone materials as an element in the building design is strongly encouraged.

Materials normally not permitted include asphalt shingle, imitation materials, corrugated metals and plastics, indoor-outdoor carpeting, or materials that are a fire or public safety hazard. Extensive use of stucco, wood, composites of thin weather resistant skin over non-durable backing such as Dry-vit and other non-durable materials should be minimized.

Highly reflective mirrored glass walls as the primary design element should be avoided.

Quality window and door metal hardware, frames, and glass are encouraged. Examples include brass, bronze or chrome door and window hardware and frames and butt-joint plate glass.

Awnings, colonnades or arcades designed to provide pedestrian protection are encouraged.

6.3.6 Color

The Rocklin climate experiences both bright sunshine and hazy winter overcast. Both conditions affect the quality of light and color reflection. Bright white and intense colors should be used sparingly as they tend to cause glare and reflection of heat on sunny days. Colors which have a lot of pigment, such as deep purples or oranges, tend to fade rapidly and unevenly into dingy colors and should be avoided. A warm pastel palette is recommended for background coloring to absorb light and thereby reduce glare.

More than two colors and materials should be incorporated in a design. Intense colors, if used, should be accents, and mono-chromatic schemes are discouraged.

Through the effective use of colors, by reducing the number of colors, and by staying within a range of basic colors on all buildings, the area will become more attractive and create a more positive response from visitors.

Use of darker, deeper, and brighter colors as accent color on awnings, signs, and window designs should be used occasionally to enliven a facade. For example, a dark green awning with white or tan lettering could be a successful contrast color to a red brick facade with a light accent color for trim. Similarly, a dark, bright blue awning could complement a pale blue facade with darker blue, white or maroon highlighting.

Signage and window displays can also add color to a facade and are most effective when color coordinated with the storefront and awning colors.

Color selection should take into consideration the natural building materials found within a building, as well as along the streetscape. Stone and other masonry materials should be left in their natural state whenever possible and should dictate the final color scheme when present.

The surrounding context, that is, the general scale of buildings, existing colors, and landscaping, should be contributing factors in the final determination of a color scheme.

6.3.8 Pedestrian Environment

All new development is encouraged to incorporate design elements which enhance the pedestrian environment. Due to hot summer temperatures and winter rains, the incorporation of colonnades, arcades, awnings, canopies and other pedestrian protection should be designed into new construction as architectural elements or adapted to existing structures.

In addition, the design of creative storefronts occupied by retail tenants: decorative and interesting paving patterns; historic street lights; street trees and flowering plants; colorful banners and signage; and appropriate street vendors all contribute to an enjoyable urban street experience.

Concealed hose bibs should be provided to make clean-up easier, particularly when awnings are used in the design.

6.4 Implementation

6.4.1 Design Review Board

All buildings in the three subareas described in this Plan will be subject to approval by the Design Review Board as provided in the Rocklin Zoning Ordinance. The Board shall apply the guidelines set forth in this Plan.

6.4.2 Planned Unit Development

Aggregation of parcels totalling more than one acre and existing parcels more than one acre should be planned unit developments (PUD) as provided in the Rocklin Zoning Ordinance. Such PUD procedures allow for flexibility in the application of building setbacks, parking requirements and other features that will further the intent of this plan.

6:4.3 Recognition of Architectural Excellence

The City will institute an annual program of design awards to recognize the residential, commercial, industrial, landscaping, signing and other projects that are of quality design and an enhancement of the downtown area.

7 Lighting Guidelines

7. Lighting Guidelines

7.1 Current Conditions

The primary source of illumination in the downtown area presently is from internally illuminated commercial signs and window illumination, and to a lesser degree, unevenly spaced pole-mounted street lights. Street lights on Pacific Street are sporadic and unevenly spaced. This condition is only slightly improved on Rocklin Road.

Street lights in the downtown area consist of silver, cantilevered (cobra-style) luminaires which in some instances are mounted on wooden utility poles and in other instances are mounted on metal poles intended expressly for these fixtures.

The lighting currently existing in the downtown area does nothing to convey the message that the core or downtown of the City has been reached. In fact, using illumination levels as a criterion, the core of the City would appear to be the commercial area on Rocklin Road, between Granite Drive and Interstate 80.

7.2 Design Concept

The lighting concept envisioned in this Plan, applicable to both private and public land, is intended to enhance the nighttime visual environment both from the standpoint of aesthetics and safety.

Further, through the illumination of objects, lighting is intended to convey the message that the illuminated area is an activity center for commerce or social interaction. The intensity of street illumination in the downtown area should be somewhat greater than that of surrounding areas.

The lighting program should compliment the uses in the area. The lighting concept envisioned in the downtown area is intended to provide appropriate levels of illumination which will create a sense of identity without causing undue glare impacts.

7.2.1 Fixture Types

Following is a general description of lighting fixture types deemed appropriate for the downtown area. This list is not exhaustive; luminaires other than those listed may be appropriate if similar in design and function.

Bollard:
A bollard is a low intensity, generally ornamental fixture consisting of a light on top of a short, post-like structure. Diffused light is generally transmitted in a horizontal or slightly downward direction.

Mushroom/Pagoda:
These low intensity fixtures are quite short, generally downwardly oriented and are used primarily for ornamental spread lighting.

Flood:
Flood lights generally transmit a high intensity, broad beam intended to illuminate objects or large areas. These fixtures can be oriented in any direction.

Pole:
Pole lighting typically consists of a single or group of luminaires mounted on top of a pole, usually 8 feet or taller. The luminaire itself may be cantilevered. Light intensity and transmission characteristics vary depending upon lens type and whether or not shielding is employed.

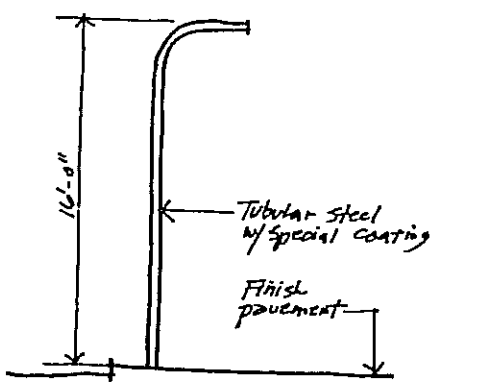
7.2.2 Lighting Element Types

A variety of lighting element types are available including incandescents such as metal halide, sodium vapor, mercury vapor and fluorescent types. Each element type produces a different color and intensity of light, which, in turn will affect the perceived color of an object. Consideration should be given to lighting element type to ensure compatibility with architectural and site design.

7.2.3 Specific Street Lighting Concepts

Downtown Pedestrian Core

A relatively high level of illumination, approximately 1 foot candle, should be provided in this area to create a sense of identity. Light fixtures should be mounted on low poles between 16 and 25 feet in height. The pole and luminaire design should be decorative and pedestrian-oriented. Light transmission characteristics of these luminaires should be omni-directional.



PEDESTRIAN LIGHT

Gateway Commercial Corridors

Illumination along Rocklin Road and Pacific Street should be increased through the addition of pole mounted luminaires of the type currently in place. These cantilevered fixtures should be provided at intersections and at intervals appropriate to fixture type and design.

Quarry Mixed- Use Area

The lighting concept for this area should be similar to that described for the Downtown Pedestrian Core, although illumination levels need not be as high. On private property flood lighting of landscape elements should be considered as a means of aiding visual interest in the area.

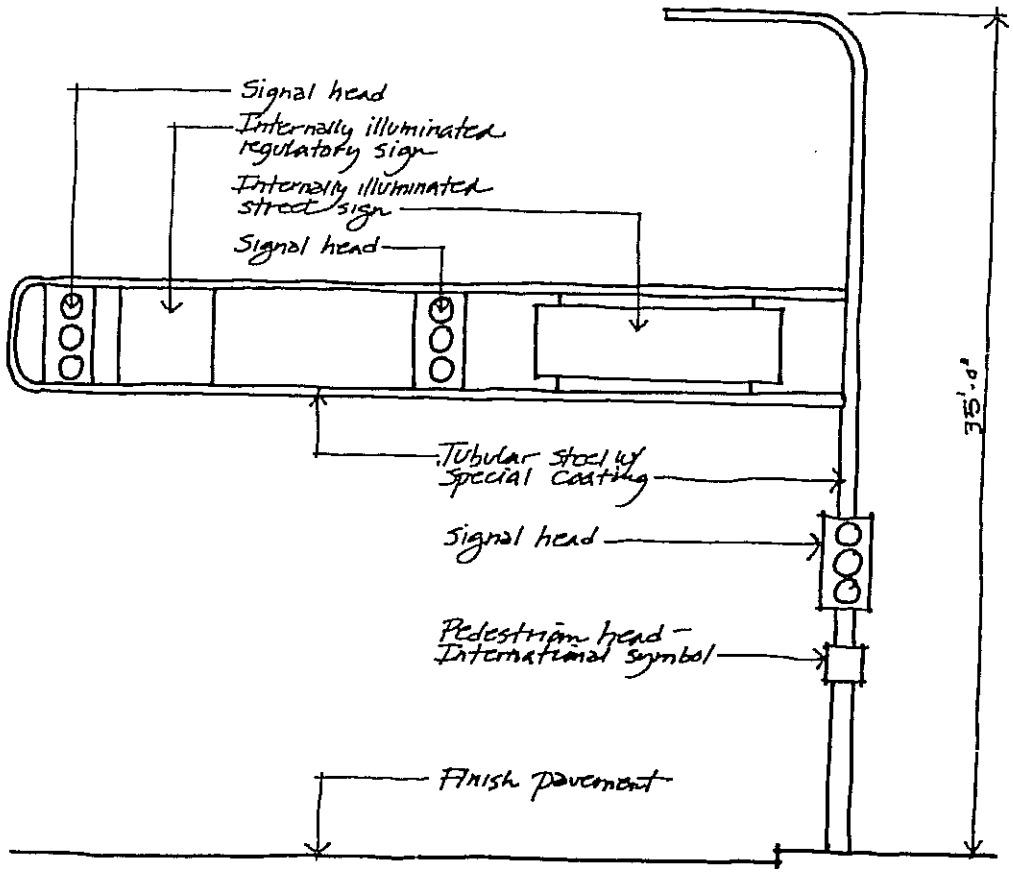
7.3 Design Guidelines

7.3.1 Glare Impacts

To the maximum extent possible, lighting employed on private property should serve its intended purpose without infringing upon surrounding properties with glare impacts. The source of lighting should be shielded or well diffused so that the source of illumination is not visible from off the premises as a bright point source.

7.3.2 Intensity

Generally, lighting intensity should be the minimum intensity necessary to adequately illuminate a given object. Light intensity is measured in footcandles. (Footcandle: A unit of illumination equivalent to the illumination produced by one candle at a distance of one foot striking a one square foot surface.)



LIGHTING & SIGNALIZATION STANDARD

7.3.3 Luminaire Design

Lighting fixtures, or luminaires, should be of a scale and design which is compatible with the site and architectural design.

7.3.4 Secondary Pedestrian Areas

Lighting intended for pedestrian walkways should only illuminate the walking surface. This can be accomplished through the use of low, mushroom or bollard-type fixtures, or pole mounted fixtures. In order to minimize glare, the light source should be shielded so that light is directed downward and not horizontally. Lighting used in these areas should be low intensity, and need not illuminate the entire walking surface.

7.3.5 Building Entrances

At building entrances, stairways and other destination points a higher level of illumination is appropriate. In these areas pole-mounted or indirect floodlighting is appropriate to achieve an average illumination level of approximately .60 footcandles.

7.3.6 Driveways

In driveway areas, where no parking will occur, low level bollard lighting should be sufficient to guide vehicles from the street to the parking area. The entire driveway surface need not be illuminated to accomplish this purpose.

7.3.7 Parking Areas

In parking areas, pole-mounted, cut-off type fixtures should be employed which provide downward-directed surface illumination with a minimum of horizontal light transmission. Illumination levels in parking areas should average approximately 1.0 footcandle.

7.3.8 Loading and Service Areas

Loading and service areas require illumination levels comparable to pedestrian areas, but often with broader light distribution. In these areas flood-type luminaires may be employed; however, such illuminated areas should be completely screened from view off the premises and, in particular, the light source should be shielded from view outside the service area.

7.3.9 Ornamental Lighting

In certain instances illumination of architectural or site features may be appropriate for aesthetic, promotional or security purposes. Such lighting is usually provided with flood-type fixtures oriented toward a wall, tree or other object. Such lighting should employ only one color and should be low intensity, generally the minimum necessary to softly highlight a feature without causing harsh contrast with the ambient nighttime illumination.

7.3.10 Public Sidewalks and Plazas

Illumination of public outdoor spaces should conform to the same standards described for private areas. Likewise, public parks, when illuminated, should utilize low-level lighting techniques which illuminate pedestrian pathways without creation of glare impacts.

7.4 Implementation

7.4.1 Streetscape

The City should select a specific style of luminaire for consistent use in each section of the downtown area. New development should be required to fund the purchase and installation of these fixtures in conjunction with site and right-of-way improvements.

The City should consider the creation of an assessment district for the purpose of funding the installation of additional street lighting on Pacific Street and Rocklin Road.

7.4.2 Private Areas

The Design Review Board should review carefully all development applications to ensure that any proposed lighting is consistent with these guidelines. A mechanism for monitoring lighting should be established to ensure compliance with any lighting conditions imposed by the City.

8 Signage Guidelines

8. Signage

8.1 Current Conditions

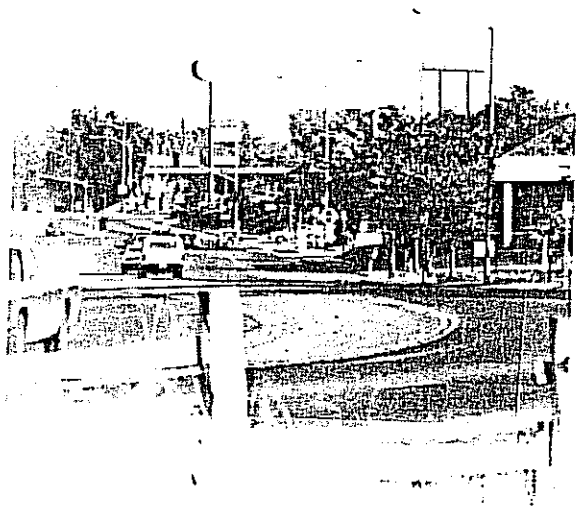
The current sign program within the downtown area is a mixture of styles, sizes and ages with no recognizable theme or apparent standard of design.

Commercial signs on Rocklin Road are predominantly newer and are generally well-designed, but are too high and present a harsh contrast against the skyline, particularly when traveling in a westbound direction. Included are a number of prominent fast food restaurant signs, a gas station sign and several retail business signs. The most effective and least distracting signs in this area are low, freestanding signs constructed of wood and native stone.

On Pacific Street, near the Rocklin Road intersection, the sign program is much older, and signs are generally not as well designed as those for newer businesses in other parts of the downtown area. In this older part of town the signage often creates a visual clutter to the motorist, reducing the effectiveness of the individual signs. A majority of the signs in this area are roof-mounted, generally perpendicular to the building front. Unsightly mounting hardware is often visible.

8.2 Design Concept

A principal purpose of signage is to identify places of business and promote patronage. Well-designed signs can effectively communicate a retailer's business message while maintaining a compatible relationship with the design of the building and the surrounding environment. However, signs which are too large, poorly designed, too brightly lighted, or which block neighboring signs and places of business tend to have an overall negative



effect on the aesthetics of the community and the business environment. Ideally, each sign within a given area should have a compatible relationship with other nearby signs and with the site and architectural design. Attractive and effective signage, while not necessarily expensive, requires careful thought. Well-designed signs can effectively communicate a retailer's business message in an interesting, non-obtrusive manner.

The sign design program for the downtown area envisions effective and well-designed signs for retail establishments which are compatible with building architecture and site design, which do not create undue visual clutter and which do not overly compete with or obstruct the signs of neighboring businesses.

The design guidelines presented herein are intended to provide guidance to staff and the Design Review Board and do not address every aspect of sign design. It is expected that the Design Review Board will be required to exercise considerable aesthetic discretion in the administration of these guidelines and in the approval of new signs.

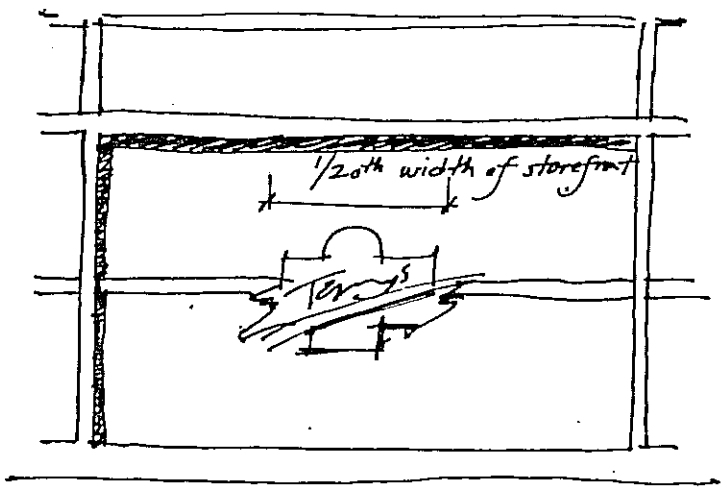
8.2.1 Types of Signs

Freestanding Signs

Freestanding signs are not attached to buildings, but rather are attached directly to the ground. Such signs may be elevated by means of placement on columns, posts, earth berms or other means. This category includes monument signs.

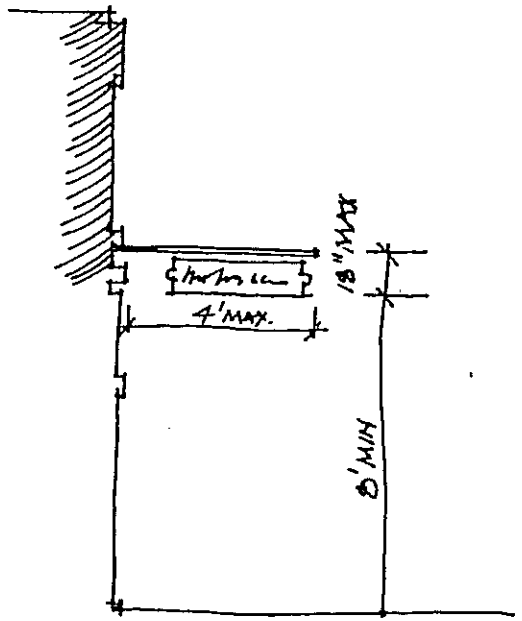
Window

Signs may be applied by paint or other means to windows. Window signs are acceptable in instances where visibility into the building interior is not obscured.



Building Mounted Signs

There are numerous methods of mounting signs to a building. These include signs flush-mounted on walls, or painted directly thereon, and signs which project from a building side or roof. Signs may also be suspended from eaves and canopies. Signs may be oriented perpendicular or parallel to the public right-of-way.



PROJECTING SIGN
maximum 4 s.f.

8.2.2 Specific Design Areas

The signage concept envisioned for the downtown area takes into account the existence of four different conditions, as described below.

Quarry Mixed-Use Area

Signs in this area should be reflective of the mixed land uses allowed. Businesses and other uses in this area will not be oriented to vehicular through traffic to any significant extent and need not be large. Signage should be as unobtrusive as possible and should convey a sense of distinction consistent with the specialty shops and other well-designed uses intended in this area. Roof-mounted signage should be avoided. Freestanding signs should be low in height, not exceeding 8 feet above natural grade.

Gateway Commercial Corridors

Uses in these areas are devoted primarily to highway-oriented retail commercial business. As such, these areas will require signs which are relatively large and quickly understood by the motorist.

Care should be taken to ensure that signs are not placed above the field of vision of the driver. Of equal importance is ensuring that the spatial relationship of signs does not result in a cluttered appearance.

Downtown Pedestrian Core

This pedestrian-oriented area will also receive considerable vehicle traffic. A coordinated street signage graphic system should be developed to identify streets at each intersection. Street signage should be overhead mounts attached to traffic signals or pedestrian crosswalk standards where possible.

Two levels of signage are appropriate. One level, consisting of flat, building mounted signs, should be oriented to motorists. The second level should be oriented primarily to the pedestrian and should include suspended signs over walkways and low level signs on canopies and awnings. Freestanding and roof-mounted signs should not be used.

Historic Buildings

Signs for historic structures, should be designed to be compatible with the historical character of the area and structure. Modern materials, especially plastics, chrome and stainless steel should be avoided. Graphic styles should incorporate logos and lettering styles which are characteristic of the nineteenth century railroad heritage of the area.

Signs "should be low" in height and oriented entirely to pedestrians.

8.3 Design Guidelines

8.3.1 Number of Signs

Each business should be generally limited to a maximum of two identification signs of the types described herein. Generally, any combination of sign type is acceptable; however, only one freestanding sign should be permitted per parcel. Pole signs should be not less than 100 feet apart.

8.3.2 Materials

All sign materials should be weather proof. While no particular limitations are imposed on materials, it is recommended that the use of plastic be limited. The use of stone, masonry, treated wood and metal, including brass and stainless steel, is encouraged. Metal should be appropriately treated to prevent discoloration due to corrosion and rust.

8.3.3 Placement

Signs should be placed within the boundary of the property. Hanging signs should provide sufficient clearance from driveways and sidewalks. Signs should be kept low, within the direct field of vision of motorists and pedestrians.

8.3.4 Advertising Content

Generally, the content of signs should be limited to the minimum amount of information necessary to identify the business. Wherever possible, graphic symbols or logos should be used in place of, or in conjunction with text. Signage should only identify the name of the business and should not include advertising slogans, services rendered or a description of merchandise offered.

Well-designed lettering can be decorative and can add individuality to a business. Lettering styles should be legible so as to read clearly and quickly to passersby. Sign logos and text should be designed with consideration to the amount of time a passerby will be able to devote attention to the sign. For example, signs geared entirely to pedestrian traffic may include considerable information and graphic detail, whereas signs intended for motorists should contain a minimum amount of information and should utilize simple, easily read lettering styles.

8.3.5 Color

Sign color should relate to and complement the materials and color scheme employed in the building. Generally there should be no more than three colors per sign. Bright primary and fluorescent colors are specifically discouraged except in limited instances as accent colors.

8.3.6 Movement

All exterior signs should be stationary. Signs should not be permitted to move by either mechanical means or by force of wind. Further, pennants, flags, spinners, balloons or similar devices used merely to attract attention should be allowed only in limited instances.

8.3.7 Illumination

Signs of businesses open at night should be illuminated to aid nighttime visibility. External lighting is preferred, although internally illuminated signs are acceptable in instances where only the lettering or graphic message is illuminated and the background is left dark. Generally, sign illumination should be the minimum intensity necessary to illuminate the sign message.

External lights should be positioned so that the source of illumination is shielded from view. Careful consideration should be given to illuminated signs in the vicinity of traffic signals to ensure that illumination does not impede nighttime visibility of the traffic signal. Lighted temperature and/or time reader boards are acceptable when used as part of an overall signage program for a specific business or complex of stores or services.

Neon tubing lights should be used only in limited instances, primarily for accent.

Lighting intensity should not fluctuate nor should lighting result in the perception of movement.

8.3.8 Groups of Signs

Wherever possible, businesses within a single building, within a complex or on contiguous parcels should be encouraged to construct group signs. In this way the number of signs can be reduced and the designs can be coordinated.

8.3.9 Spatial Relationships

The location and size of nearby signs and other features should be a key consideration in the design and placement of signs. Care should be taken to ensure that the sign of one business does not obscure that of another. Further, the visual image formed by the "collage effect" created by several closely placed signs should be carefully considered.

In addition, care should be taken to avoid a proliferation of signs in locations which could impair the view of traffic and street signs.Signs which are so tall as to be silhouetted against the skyline should be avoided.

8.4 Implementation

8.4.1 Design Review

The design and form of signage is a function of building and site design and should be evaluated by the Design Review Board on a case-by-case basis at the time of permit application.

With the exception of certain exempt signs defined in the Sign Ordinance, all signs erected within the downtown area should be evaluated in accordance with the guidelines described in this Plan.

Applications should contain a graphic illustration including proposed locations of signage, dimensions of signage area and details of materials and design including color, letter size, use of logos and/or graphics and method of illumination. Samples of materials and colors should be required.

Review and adopt as necessary a city sign ordinance that among other things encourages the implementation of the Downtown Plan.

9 Historic Guidelines

9. Historic Preservation

9.1 Current Conditions

Within the downtown area there are a few remnants of 19th and early 20th century life in Rocklin including some residential and commercial structures.

The Front Street Historic District is located within the downtown area. Unfortunately, partially as a result of a number of major fires, there are relatively few structures of historical significance. New development has become interspersed among the historic structures in the area resulting in a lack of historic focus. Many of the remaining historic structures have been allowed to fall into a state of disrepair or have been altered in a manner which is incompatible with original design.

9.2 Design Concept

The purpose of historic preservation is to protect and maintain the character of architecturally, historically and culturally significant structures, features and areas within the City.

A building should not be made to look either newer or older than it appeared when built. Many structures have been improperly altered and should be returned, wherever possible, to the original character and design of the building.

New construction within a preservation area should be compatible with and even enhance the character of the individual area. Elements such as landscaping, site utilization, exterior features such as signs and lighting, as well as the design of the proposed structure itself, should all be developed to harmonize with the total area. Good design, thoughtful selection of exterior treatment, and careful respect for neighbors will enable new construction to actually enhance the area.

All new construction should respect the scale and design of existing structures within the area. It is not intended that new construction be a copy of pre-World War II structures, but that it be complementary in scale, bulk, rhythm, height, and general character.

These guidelines are applicable to any structure, feature or place within the downtown area which is deemed to have historic significance or value, or any structure, feature or place on adjacent property, in accordance with the following criteria:

a. Provides a significant example of architectural style of the past or landmark in the history of architecture.

b. Serves as a reminder of past eras, events and persons important in local, state or national history, and illustrates past living styles for future generations to observe, study and inhabit.

c. Contains historic and culturally significant grounds, gardens, and objects including features such as streets, alleys, paving, walkways, street lights, signs, benches, parks and gardens and trees.

9.2.1 Goals

The following goals are suggested to implement a preservation program and to comply with State and Federal regulations regarding the certification of such programs. In addition, these goals are directed toward achieving harmonious, integrated and compatible developments that enhance preservation and revitalization areas and protect architectural and historic resources, values, investments, and the general welfare of the public.

Buildings

a. Encourage new construction, new design and rehabilitation that is integrated and compatible with the character of surrounding areas.

b. Encourage the on-site retention and protection of existing historical structures.

c. Insure that non-residential developments are designed so as to be compatible with the surrounding area.

d. Coordinate exterior building design on all elevations with regard to color, materials, architectural form, style and detailing to achieve design harmony and enhance the existing area.

e. Encourage preservation of existing historic structures while enhancing their value and economic life.

Landscaping

a. Encourage historic landscaping practices and/or landscaping that harmonizes with the building design and that of the surrounding area.

b. Encourage the retention and protection of existing trees in revitalization/preservation areas in particular and in the City in general, and to encourage the planting of trees in parking areas, adjacent to structures, and on City streets.

c. Encourage landscape screening of parking lots, trash areas, and mechanical equipment.

d. Encourage innovative and compatible graphic design which properly identifies a project and complements the architecture of the project and the area.

9.3 Design Guidelines

9.3.1 Exterior Materials

Renovations should utilize the original design character of the building. If because of alterations the original character or treatment of the building cannot be determined, renovations should follow existing dominant materials and textures of adjacent historic structures.

Imitation materials or design elements for exterior walls should be avoided whenever possible. Types of material to be avoided are asphalt and asbestos shingles or siding, aluminum windows and doors, aluminum awnings and aluminum roofing.

Exterior treatment of new construction should respect the treatment of existing structures in terms of materials and textures.

9.3.2 Color Schemes

Although no specific color pallet is required, colors used should contrast or blend harmoniously with neighboring structures. Extremely bright colors may be used sparingly for accent, but should be avoided when used as a primary color of the walls. For an effective color scheme, use of more than five colors should be avoided. Walls should utilize one major color with two or three colors used in the trim. Wall colors should be in harmony with the streetscape.

9.3.3 Roofing

Roofing will generally constitute a major visual aspect of the structure and will consequently be considered part of the color scheme of the house. Color, texture, and material should not detract from the building; a neutral-toned material is generally preferred.

9.3.4 Height

To maintain a street's unity, structures should respect the height and scale of neighboring buildings, particularly the adjacent structures. A proposed upper floor addition which raises the height of a structure above that of its neighbors should generally not be approved. This may be permitted, however, if the addition is set back from the front facade of the structure so that it is not noticeable from the street. Structures may be raised (lifted) if appropriate to the building's proportions and the surrounding neighborhood.

9.3.5 Setbacks

Uniform spaces between buildings lend a rhythm and harmony to the streetscape when viewed in sequence. A side or height addition to a structure which adversely alters such rhythm should not occur. Other guidelines pertaining to spacing are located in the Land Use section.

Builders should be sensitive to the importance of setbacks and side yards as part of the total character of an area. The front setback of a new development is particularly critical when it is located adjacent to a historic structure. New construction should be designed so as not to obscure an adjacent structure. Uniform spaces between buildings lend rhythm and harmony to the streetscape. Side setbacks of new construction should be compatible with existing structures in the area, particularly on block faces which present a "row" appearance due to the consistent spacing of already existing structures. Provisions for parking on the site and for housing of necessary utility and service equipment should be made in a manner harmonious with the total character of the area. See the Land Use section for specific information.

9.3.6 Architectural Details

Fences, roofs, chimneys, cornices, windows, entrances, awnings, porches, garage doors and other accoutrements should be appropriate to the style of the building they are a part of or with which they are associated. All architectural features of the structure should be retained, except where alteration or removal is required by law or where there is no feasible alternative to the proposed alteration or removal. Following is specific direction concerning architectural details:

a. Windows: Windows should be replaced only if rehabilitation of existing material is not functionally feasible. New windows should generally be of the same size, material, and type as the old ones and retain the same arrangement and proportion as the original fenestration. Metal awnings, metal sash windows, non-functional decorative shutters, and other modern types of window treatment usually detract from the original design and should be avoided, unless they are architecturally accurate.

b. Doors: Original doors should be retained wherever possible. Door treatment, including the installing of aluminum screens, not in keeping with the original architectural style should be avoided. The original arrangement and proportion of doors should be retained if feasible.

c. Entrances and Front Porches: Parts of the original design, front porches, entrance porticos and exterior stairways should be retained or restored if possible; if previously altered, they should be returned to the original design. Original materials should be retained or architecturally accurate replacements should be used in repairing or reconstructing porch posts and railings.

9.3.7 Directional Expression

In areas where the existing design tends to be strongly vertical, delicate and narrow, new construction should respect that style. On the other hand, in areas where the existing design tends to be bulky and solid, new construction should respect this also. Roof lines should be compatible with adjacent roof styles or with the surrounding neighborhood.

9.3.8 Landscaping

The historic quality of a structure or area can be visually enhanced by a landscape that reflects the era of the structure and the area. Wherever possible, existing older landscaping elements should be retained or duplicated if they do reflect the era of the area. Therefore, such elements as trees, old shrubs or harmonious "build elements" should be retained. Their repetition can identify and unify a neighborhood and enhance the structure by providing an appropriate setting. Disharmonious elements such as weedy or neglected plant life and unattractive fences, should be replaced with more compatible features.

9.3.9 Renovation and Repair, Generally

Designing and constructing a new feature of the building, streetscape, or landscape when the historic feature is completely missing, such as row house steps, a porch, streetlight, or terrace. It may be a restoration based on historical, pictorial, and physical documentation; or be a new design that is compatible with the historic character of the district or neighborhood. However, creating a false historical appearance because the replaced feature is based on insufficient historical, pictorial and physical documentation is not recommended. Likewise, the introduction of a new building, streetscape or landscape feature that is out of scale or otherwise inappropriate to the setting's historic character, e.g., replacing picket fencing with chain link fencing, is to be avoided.

9.4 Implementation

9.4.1 Survey

The City should conduct a detailed land use survey of the downtown area for the purpose of locating and documenting all historic structures, places and features which should be addressed by these guidelines.

9.4.2 Review Process

To ensure that all activities on or adjacent to properties deemed to have historic significance are directed toward the enhancement of these areas, the Planning Commission or an appointed Preservation Board should be given the responsibility of reviewing all projects involving relocation, signage, demolition, new construction and exterior remodeling of buildings within these areas, prior to the issuance of appropriate permits. That body should seek to maintain the area's scale and character through protection and preservation, while at the same time allowing for creative, yet appropriate rehabilitation and new construction.

With regard to new construction, it is not the intent to require new buildings to be reproductions of older structures, but rather to insure that new construction is complementary to nearby historic features in terms of scale, bulk, height, design and general character.

9.4.3 Demolition

Because vacant, unimproved land will often become a blighting influence on an area, no demolition application be approved until plans for new construction have been submitted for review and approval. In the case of an incompatible structure, plans for new construction will not be required at the time of the demolition permit.

While the City should urge rehabilitation and restoration wherever possible,each case should be considered separately.